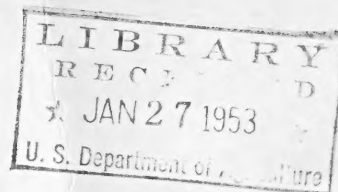


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



Jan de Graaff

OREGON BULB FARMS

Box 512, Gresham, Oregon

Phone: Gresham 5934

LILIES

DAFFODILS

IRIS

1928 — 1953

**SILVER ANNIVERSARY
EDITION**

WHOLESALE ONLY

—When re-ordering, specify—

Oxford
REG. U.S. PAT. OFF.

STOCK No. 152

MADE IN U. S. A.

**dealers'
prices**

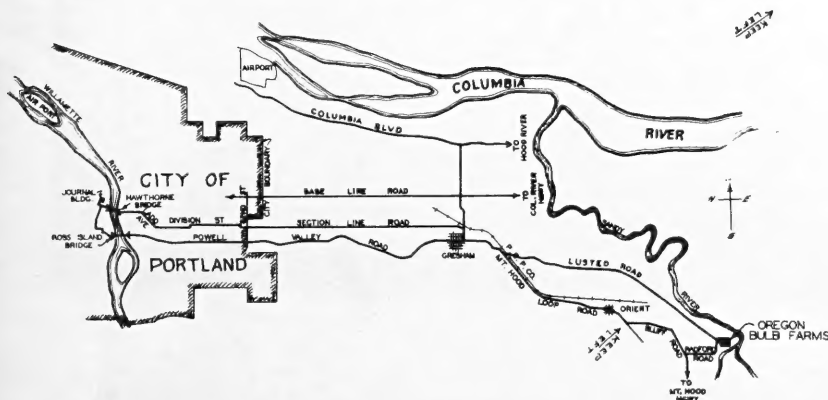
1928—1953
Our Silver Anniversary



INDEX

	Pages
Bulbs in Boxes	9
Color Folders	8
Daffodil Classification	13
Daffodil Culture	12
Daffodil Descriptions	14-31
Daffodil Price Summary	4-5
Iris Descriptions	7
Iris Price Summary	7
Lily Culture	34
Lily Descriptions	35-45
Lily Forcing	40
Lily Price Summary	6
Report to Our Customers	3
Report on Daffodils	11
Report on Lilies	32
Retail Offers	8
Shipping Weights	9
Terms and Conditions of Sale	10

an invitation



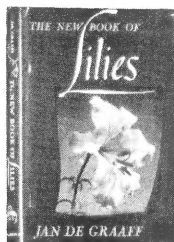
to visit us:

Our farms are located near Dodge Park, a municipal picnic ground on the Sandy River, 23 miles east of Portland. They are open to visitors every day of the week, including Sundays. Driving from Portland, the best road is to cross Ross Island Bridge, go straight east on Powell Boulevard through Gresham and follow the signs to Dodge Park.

FEATURES

Book...

The New Book of Lilies by Jan de Graaff



Superbly illustrated in color, this book sums up more than twenty years of experience with lilies, their commercial production, their history and their future. Whether you grow lilies yourself or sell them to the public, this book is one you should have on your shelves. At the

special price of \$3.50 it is one of the finest horticultural publications of the year. Order your copy from your book seller or direct from us. For large numbers of copies for re-sale or distribution please ask our publishers, Barrows & Co., 425 Fourth Avenue, New York 16, N. Y.

Lectures...

A mimeographed lecture on lilies, illustrated with a magnificent new collection of 35 mm Kodachrome slides, made during the 1952 flowering season, is available directly from us. Similar collections are available from the North American Lily Society for a nominal fee. Mr. C. Olivet, 4318 Underwood Street, University Park, Maryland, is in charge of the slide collections of the Lily Society. Finally, fine collections of lily slides, extended with lilies in special arrangements and other unique photographs, are available from Dr. Philip Corliss, Somerton, Arizona, for a fee of five dollars per showing, plus postage.

A lecture on daffodils and a fine group of Kodachromes to illustrate it, is also available from Dr. Philip Corliss, Somerton, Arizona, for a fee of five dollars per showing, plus postage.

We suggest that you recommend to your local garden clubs that these lectures and slides be used. Your nursery or store could act as sponsor for the lecture. We are always glad to send some special pictures or other display material, cultural instructions to hand out or to give any other help. Please do not hesitate to ask us.

Lily Show...

The 1953 Annual Lily Show of the North American Lily Society is to be held in Hamilton, Ontario, towards the middle of July. We recommend strongly that you attend this special occasion, the first time that a joint show has been arranged by Canadian and United States lily growers.

Lily Society...

Join the North American Lily Society and receive the interesting Yearbooks, containing cultural information, regional reports and many other articles of interest to you and your customers. For membership send \$3.00, with your name and address to Mr. John Tingle, Treasurer, Route 1, Kennett Square, Pa.

Report To Our Customers:

It is with a sense of pride and pleasure that we submit herewith our catalog for the 1953 season. This year our firm is celebrating its Silver Anniversary and this catalog is the twenty-fifth in a series that we have published annually since 1928, the year the Oregon Bulb Farms was founded and incorporated. While our current list does not contain as many species and hybrids as some of our earlier publications, we feel that our offering has gained thereby and that both in regards to variety and quality our present collection of fine daffodils, iris and lilies is the strongest that can be made today.

While we realize that twenty-five years count for little in the history of horticulture, for us the Anniversary is a milestone of importance. Of that courageous and forward-looking group of farmers who pioneered the industry here in the Pacific Northwest, only a few are still alive or active. With its twenty-five years of continued growth, the Oregon Bulb Farms is now one of the oldest among these veterans. At the same time, we take great pride in the fact that from the point of view of the introduction of new and better varieties, as well as from that of using the most up-to-date machinery and cultural practices, we are as young and progressive as any grower in the country.

As we look back over those twenty-five years we are struck by the fact that many of the now generally used cultural methods, as well as many of the tools, were first thought of, designed, tested and put into use by us. We are firmly resolved never to slacken our efforts to test and use the latest ideas and to bring the best possible crops in the best possible condition to our customers. It also is worth noting that the variety selection we have made over those twenty-five years is now becoming the standard for the industry. This year we are adding a number of descriptions to our list of new daffodils, iris and lilies, raised by us here in Oregon. We have every confidence that twenty-five years hence they too will be among the popular varieties for our American gardens and greenhouses.

Since this business was founded great changes have taken place in the rules and regulations affecting the industry and in our economic relations with foreign countries. We readily admit that the present-day wide-open competition from Japan and the Netherlands is not as comfortable a period for us as those early days when Quarantine 37 gave us protection or as the war period, when virtually no foreign bulbs could be imported. We take particular pride in the fact that in all the years of our corporate existence we have never been able to grow

enough stock to fill the demand for our products. This holds equally true for all recent years, in spite of the strongest competition from abroad.

We believe that in this keen demand for our products we can see proof that, in this country, there is a definite place for American-grown, acclimated, quality bulbs. We also see proof in it that our policy of selling only at wholesale and to the legitimate horticultural dealers has been the right one for all concerned. As more and more foreign bulbs, often of questionable quality, are going into channels other than those of the horticultural trade, then it should be obvious to all dealers that our line of stock presents a profitable field to exploit. We do not sell at retail nor do we supply directly any other direct consumer of bulbs, such as the florists or market gardeners.

From a scant fifteen acres planted to bulbs in 1928 we have now grown to an acreage of more than two hundred, planted in 1952 to varieties and stocks of infinitely superior quality. From the twenty acres originally purchased, the land under our control has now increased to more than seven hundred acres. Our buildings — the homes of our employees, our warehouses, greenhouses, offices, shops and garages have kept step with this growth. With our now thoroughly worked-out production methods and with our fine equipment, most of it new and built in our own shops, ably handled by a staff of men of considerable horticultural experience here or abroad, our problems are no longer essentially those of production. They are rather those of marketing and merchandising — creating a market for the novelties we have raised and helping our customers fill the demand for these American-grown vigorous and hardy introductions.

We take pride in the publicity we have obtained, not just for our own products, but for all American-grown bulbs. We take pride in the company we keep — our long and growing list of quality distributors, jobbers and dealers all over the United States and Canada. Our sincere thanks go to the editors of our garden magazines and to all our friends in the trade who have made our first twenty-five years' work possible, enjoyable and rewarding. At the beginning of our second twenty-five years we pledge ourselves to a continued effort to bring to our American gardens the best that can be raised in daffodils, iris and lilies.

Sincerely yours,



JAN DE GRAAFF, President

Gresham, Oregon
January, 1953

1953 DEALER'S PRICES — DAFFODILS

All prices are per 1000, unless otherwise specified, f.o.b. Gresham, Oregon. All bulbs offered are from our own, disease-free, selected stocks, guaranteed true to name. See pages 14-31 for full descriptions.

MINIATURE DAFFODILS — DIVISION 10

N. bulbocodium conspicuus (yellow hoop petticoat).....	\$ 40.00	N. jonquilla flore pleno (double French jonquil).....	\$ 60.00
N. bulbocodium citrinus, lemon (very rare)	200.00	N. juncifolius (miniature jonquil).....	60.00
N. canaliculatus (miniature Poetaz).....	40.00	N. triandrus albus (Angel's Tears)	200.00
N. jonquilla simplex (true, single sweet-scented French jonquil)	40.00	N. triandrus calathinus (larger than albus, very rare).....	300.00

TRUMPET DAFFODILS — DIVISION 1

Yellow Trumpet Daffodils — 1 a		DN 2
	DN 1	& RD
Aerolite, E.....	\$ 65.00	\$ 52.00
Alasnam, E.....	80.00	64.00
Ben Hur, M.....	100.00	80.00
Dawson City, L.....	80.00	64.00
Diotima, E.....	300.00	240.00
February Gold, E E.....	75.00	60.00
Golden Harvest, E.....	120.00	96.00
King Alfred, M.....	72.00	50.00
King Alfred, Jumbo, M.....	100.00	
Statendam, L.....	160.00	120.00
Successor, M.....	65.00	52.00
Unsurpassable, E.....	160.00	120.00

Bicolor Daffodils — 1b

Jefta, E.....	\$ 90.00	\$ 72.00
Lovenest, M.....	100.00	80.00
Queen of Bicolors, M.....	160.00	120.00
Silvanite, E.....	400.00	320.00
Spring Glory, M.....	100.00	80.00

White Trumpet Daffodils — 1c

Ada Finch, E E.....	\$300.00	\$240.00
Beersheba, M.....	360.00	280.00
China Clay, E.....	400.00	320.00
Eskimo, M.....	320.00	240.00
la Vestale, E.....	100.00	80.00
Mrs. E. H. Krelage, M.....	100.00	80.00
Mrs. R. O Backhouse, L.....	150.00	120.00
Mount Hood, M.....	200.00	160.00
Roxane, M.....	120.00	96.00

LARGE-CUPPED DAFFODILS — DIVISION 2

	DN 1	DN 2 & RD
Carbineer, E.....	\$200.00	\$160.00
Carlton, M.....	70.00	56.00
Croesus, M.....	60.00	48.00
Daisy Schaffer, E.....	150.00	120.00
Damson, E.....	60.00	48.00
Dick Wellband, L.....	70.00	56.00
E. H. Wilson, M.....	70.00	56.00
Fortune, E.....	100.00	80.00
Francisca Drake, M.....	60.00	48.00
Gertie Millar, M.....	90.00	72.00
Golden Pedestal, E.....	80.00	64.00
Hades, M.....	120.00	100.00
Helios, E.....	60.00	48.00
John Evelyn, M.....	100.00	80.00
Nova Scotia, M.....	60.00	48.00
Red Bird, L.....	200.00	160.00
Rewa, M.....	300.00	240.00
St. Egwin, M.....	120.00	96.00
Scarlet Elegance, M.....	100.00	80.00
Scarlet Leader, L.....	300.00	240.00
Silver Star, E.....	70.00	56.00
Tunis, E.....	80.00	64.00
Yellow Poppy, M.....	80.00	64.00

SMALL-CUPPED DAFFODILS — DIVISION 3

	DN 1	DN 2 & RD
Alcida, M.....	\$ 60.00	\$ 48.00
Bath's Flame, E.....	60.00	48.00
Diana Kasner, E.....	60.00	48.00
Firetail, M.....	120.00	100.00
Lady Kesteven, L.....	160.00	120.00
Magic Fire.....	80.00	64.00
Mrs. Barclay, M.....	70.00	56.00
Mystic, L.....	160.00	120.00
Nette O'Melveny, E.....	60.00	48.00
Roman Star.....	100.00	80.00

OREGON BULB FARMS GRESHAM, OREGON

DOUBLE DAFFODILS — DIVISION 4

	DN 1	DN 2 & RD
Albus plenus odoratus, LL.....	\$ 70.00	\$ 56.00
Campernelle double, E.....	60.00	48.00
Cheerfulness, L.....	50.00	40.00
Daphne.....	120.00	100.00
Irene Copeland, E.....	120.00	96.00
Mary Copeland, L.....	200.00	160.00
Moulin Rouge, M.....	100.00	80.00
Royal Sovereign, M.....	100.00	80.00
Snowsprite (White) L.....	100.00	80.00
Texas, E.....	160.00	120.00
Twink, E.....	70.00	56.00

TRIANDRUS HYBRIDS — DIVISION 5

Cheyenne, M.....	\$200.00	\$160.00
Moonshine, M.....	72.00	60.00
Shot Silk, M.....	100.00	80.00
Silver Chimes, L.....	120.00	96.00
Stoke, M.....	200.00	160.00
Thalia, E.....	80.00	64.00

CYCLAMINEUS HYBRIDS — DIVISION 6

Beryl, E.....	\$ 70.00	\$ 56.00
February Gold, EE.....	75.00	60.00

JONQUILLA HYBRIDS — DIVISION 7

Campernelle single, E.....	50.00	40.00
Campernelle double, E.....	60.00	48.00
Golden Perfection, M.....	70.00	56.00
Jonquilla simplex, LL (single)....	40.00
Jonquilla fl. pl., LL (double).....	60.00
Lanarth, M.....	60.00	48.00
Orange Queen, E.....	60.00	48.00
Trevithian, M.....	60.00	48.00

POETAZ DAFFODILS — DIVISION 8

	DN 1	DN 2 & RD
Cheerfulness, L.....	\$ 50.00	\$ 40.00
Geranium, L.....	80.00	64.00
Glorious, E.....	60.00	48.00
Klondyke, M.....	55.00	44.00
Laurens Koster, E.....	50.00	40.00
L/Innocence.....	70.00	56.00
Orange Cup.....	60.00	48.00
St. Agnes, L.....	70.00	56.00
Winter Pride, E.....	70.00	56.00

POETICUS DAFFODILS — DIVISION 9

Actaea, E.....	\$ 80.00	\$ 64.00
Dulcimer, L.....	70.00	56.00
Glory of Lisse, M.....	55.00	44.00
Recurvus, LL.....	55.00	44.00

Key:

EE—Extra Early
E —Early
M —Medium
L —Late
LL—Extra Late

MIXTURES FOR NATURALIZING:

Seedling Mixture.....	\$ 70.00	\$ 56.00
Novelty Mixture.....	60.00	48.00
Standard Mixture.....	50.00	40.00

Mixtures contain all types and are well assorted in early and late varieties. The seedling mixture is actually made up out of new varieties and we recommend it strongly.

“GARDEN OF HYBRID DAFFODILS” —

A box containing a magnificent mixture of our seedling daffodils, the cream of our immense stock of hand-pollinated hybrids, in all types and colors. Twelve top quality bulbs. Offered in cases of 24 boxes at \$0.60 per box. Box printed in five colors.

LEUCOJUM — (Snowflakes)

Gravetye Giant, a distinctive novelty with extra large flowers and strong foliage. Plant in shady situation and allow to become established.....\$100.00

1953 DEALER'S PRICES — LILIES

All prices are per 1000, unless otherwise specified, f.o.b. Gresham, Oregon. All bulbs offered are from our own, disease-free, selected stocks, guaranteed true to name. See pages 35-45 for full description.

NAME	SIZE:	3-4"	4-5"	5-6"	6-7"	7-8"	8-9"	9-10"
amabile		\$100.00	\$120.00	\$160.00				
amabile luteum		240.00	360.00					
auratum platyphyllum					500.00	600.00	750.00	
AURELIAN HYBRIDS — Sunburst					6-8"	1.00 ea.		
Golden Clarion					6-8"	3.00 ea.		
Heart's Desire					6-8"	1.00 ea.		
BELLINGHAM HYBRIDS				150.00	200.00			
candidum "CASCADE STRAIN"					180.00	200.00	250.00	300.00
candidum "WHITE ELF"					1.00 ea.			
centifolium (see Olympic Hybrids)								
concolor	160.00	240.00						
FIESTA HYBRIDS		200.00	240.00	300.00				
FIESTA HYBRIDS "Dr. Abel"			500.00					
formosanum, tall, late, St. Louis strain	100.00	120.00	140.00					
GOLDEN CHALICE HYBRIDS		180.00	240.00					
GREEN MOUNTAIN HYBRIDS					240.00	300.00	360.00	
henryi					200.00	250.00	300.00	
HOLLYWOOD HYBRIDS — Mixed colors		300.00	400.00					
longiflorum — Croft and Estate					160.00	250.00	320.00	
martagon album			400.00	500.00				
Mid-Century Hybrids —								
Mixed Colors and Types		200.00	250.00	300.00				

Outward-Facing Varieties

	Each
Fireflake	\$.75
Goldrush	1.00
Harlequin80
Parade	1.00
Serenade40
Tango80
Tangelo75
Vagabond75
Valencia40

Upright-Flowering Varieties

	Each
Bolero	\$1.50
Bonanza75
Campfire75
Enchantment, U.S Pat. 86224
Harmony50
Joan Evans50
Pagoda40

Prices quoted are for 5" and over bulbs, except ENCHANTMENT, which is 4-5". Smaller sizes, 4" up to 5", can be supplied at a 20% discount.

OLYMPIC HYBRIDS (L. centifolium)			100.00	140.00	160.00	200.00	250.00
"Pink"				6-8"	2.00 ea.		
"White"				6-8"	2.00 ea.		
"Select"				6-8"	.60 ea.		
pardalinum giganteum "Sunset"			150.00	200.00			
pumilum (tenuifolium)	60.00	80.00					
pumilum "Golden Gleam"	120.00	160.00					
RAINBOW HYBRIDS — Mixed, all colors		160.00	200.00				
regale				120.00	160.00	180.00	
Shuksan			160.00	220.00			
speciosum "Red Champion"				400.00	480.00	600.00	
speciosum "White Champion"				600.00	800.00		
Talisman			200.00	250.00			

Iris Descriptions and Prices

BLUE HORIZON (de Graaff)—Soft, uniform violet-blue iris with Indian-orange narrow stripe down the falls. F.C.C.H. 1934.

EDWARD SALBACH (Salbach-de Graaff) — Of the same strain as National Velvet, this iris is later flowering and further distinguished by the bright orange, almost circular spot on the falls. A market flower of great potential and one worthy of the Salbach name.

GOLDEN BRONZE (de Graaff) — A tall iris, the falls are deep golden bronze, the standards have a touch of purple.

GOLDEN HARVEST (Unknown) — This is a good yellow iris, larger than Yellow Queen.

HEAVENLY BLUE (de Graaff) — The nicest light blue we have raised, a large flower that is most attractive in the garden and for cutting. Tall and rugged.

IMPERATOR (Unknown) — The well-known commercial blue iris, late and strong-growing. It is still one of the best.

NATIONAL VELVET (Salbach-de Graaff)—A hybrid iris of a rich, deep velvety-purple color. It is the first of a new strain of hybrids but since it flowers with the Dutch iris we list it here. The falls and standards are uniform in color, the stripe on the falls is of a rich orange color. Even in bud this is a beautiful plant, the green of the clean

foliage making a beautiful contrast with the purple of the unfurling flower. Highly recommended.

PANAMINT (de Graaff) — A new introduction of ours, patterned after the old Huchtenburg but cleaner in color and with far greater refinement. The falls are golden-yellow and the standards ivory-white.

ROYAL PURPLE (Salbach-de Graaff) — This is the third of this new race of iris offered this year. It has the same shape and habit as National Velvet but an even deeper coloring. Test shipments to some of our leading florists were extremely well received. We foresee a great future for this iris and recommend it to you.

VIOLET QUEEN (de Graaff) — Another fine novelty actually misnamed for it might just as well have been called Mauve Queen. Standards and falls are of a uniform rich, yet soft mauve-violet coloring, a most distinctive shade.

WHITE SUPERIOR (de Graaff) — A pure self-colored white of great size and beauty. Following White Excelsior and only a close second to White Perfection these three white Dutch iris exemplify the quality of the de Graaff strain.

WHITE PERFECTION (de Graaff) — The finest white iris in existence. Long-stemmed, long lasting and a prolific grower, this is both a garden and a florist's flower without rival. Highly recommended. First Class Certificate in 1945.

All prices are per 1000, unless otherwise specified, f.o.b. Gresham, Oregon. All bulbs offered are from our own, disease-free, selected stocks, guaranteed true to name.

	6/7 cM	7/8 cM	8/9 cM	9/10 cM	10/11 cM
TINGITANA HYBRID, Wedgwood.....	\$16.00	\$30.00	\$40.00
DUTCH HYBRIDS					
BLUE HORIZON	16.00	25.00	36.00		
EDWARD SALBACH	30.00	40.00	50.00		
GOLDEN BRONZE	30.00	40.00	50.00		
GOLDEN HARVEST	24.00	40.00	50.00		
HEAVENLY BLUE	20.00	30.00	40.00		
IMPERATOR	16.00	24.00	36.00		
NATIONAL VELVET	20.00	30.00	40.00		
PANAMINT	20.00	30.00	40.00		
ROYAL PURPLE	30.00	40.00	50.00		
VIOLET QUEEN	20.00	30.00	40.00		
WHITE SUPERIOR	30.00	40.00	50.00		
WHITE PERFECTION	40.00	50.00	60.00		
BEST MIXTURE, all colors	16.00	24.00	36.00		

ENGLISH IRIS — Seedling-grown mixture of all colors, top-size, \$60.00 per 1000

IRIS BOX — packaged, twelve top quality iris bulbs in our beautifully designed, full-color printed box. In cases of 60 boxes offered at 25c per box.

Color Folders, Color Plates

Lily Folder

The 1953 edition of our popular lily broadside, printed by us for the use of our customers in large retail mailings, is being prepared now by Schwabacher-Frey Co., 735 Market Street, San Francisco 19, California, under the personal supervision of Mr. Fred Farnum, Vice-President of the firm. We have arranged to have one of the first copies of this new edition go directly to you, from San Francisco, together with prices on varying quantities. We have promised all firms that have participated in the past in these mailings "first refusal" on this new folder and all indications are that the entire edition will be oversubscribed. We strongly suggest, therefore, that you do not delay in advising us if you are interested in sending out a quantity of these fine folders, either to your local charge accounts or to a larger list of customers.

Offers

This new edition will be entirely different from any other broadsides used by us or other firms. The folder will incorporate two separate offers. One is for **L. candidum** "Cascade Strain" and "White Elf", which are to be delivered during August and early September. The other is for the later maturing lilies which are delivered by us during the second and third week of October.

If desired we can handle all details of such a mailing for you. We can pack the individual orders here and either mail them from our Gresham, Oregon, post office or we can pack them and ship them to you in convenient large cartons and you can mail them. Or we can use our special arrangement with the Flying Tiger Airlines and fly the packages to either Chicago or New York and have them mailed from there, saving you both money and time. We have thoroughly tested all these methods and have found that we can pack and ship for our customers at a very low average cost. During the 1952 fall season thousands of packages left our warehouse each day — a service of which we are proud.

Write to us for Details — Do Not Delay

Lily Color Plates

From among the sixteen excellent color reproductions that illustrate our "New Book of Lilies" we have selected the eight most outstanding and have had them laminated in plastic to give them enhanced beauty and permanence. Size of these plastic plates is eight by six and a half inches. They are an invaluable help in selling lilies and make an attractive decoration for your store or office.

Our supply is limited as we could only obtain a hundred or so reprints of each subject. The set consists of the following:

Parade	Fireflame
Shuksan	Fiesta Hybrids
Pagoda	Olympic Hybrid, single flower
Flamingo	Olympic Hybrids, stalk

The set of eight costs \$3.00 postpaid.

Bulbs In Boxes, Shipping Weights

1. **"Garden of Hybrid Daffodils"**—A box containing a magnificent mixture of our seedling daffodils, the cream of our immense stock of hand-pollinated hybrids in all types and colors. Twelve top quality bulbs. Offered in cases of 24 boxes at \$0.60 per box. Box printed in five colors—new design.
2. **"Olympic Hybrid Lilies"**—Three seven-inch bulbs of this magnificent new strain of hybrid lilies. Packed in a specially designed box, printed in five colors. Packed in cases of 36 boxes and priced at \$0.60 per box.
3. **"Bellingham Hybrid Lilies"**—Three top-sized bulbs of this magnificent hybrid strain of American lilies, all of them vigorous, hardy and easy to grow. Ideal for cut flowers. Packed in a specially designed box printed in five colors, in cases of 36 boxes priced at \$0.60 per box.
4. **"Mixed Dutch Iris"**—Twelve top quality iris bulbs in a beautifully designed and printed box with full color reproduction of the flowers—in cases of 60 boxes offered at \$0.25 per box. The same box, filled with twenty-five bulbs—in cases of 60 boxes at \$0.40 per box.



SHIPPING WEIGHTS

For the convenience of our customers who depend on truck or express shipment of these packaged bulbs, we are pleased to give approximate shipping weights, as follows:

1. Container of 24 boxes weighs approximately 60 pounds.
2. Container of 36 boxes weighs approximately 60 pounds.
3. Container of 36 boxes weighs approximately 50 pounds.
4. Container of 60 boxes weighs approximately 24 pounds.

L. candidum "Cascade Strain"—bulk pack, size:
6-7" 250 per box weighs 55 pounds
7-8" 200 per box weighs 60 pounds
8-9" 125 per box weighs 52 pounds

L. centifolium "Olympic Hybrids"—bulk pack, size:
6-7" 250 per box weighs 75 pounds
7-8" 200 per box weighs 72 pounds
8-9" 125 per box weighs 70 pounds
9-10" 100 per box weighs 80 pounds

All weights are approximate and not guaranteed as they vary with the moisture content of the bulbs and the packing material.

TERMS AND CONDITIONS

No orders will be accepted from parties not actually engaged in the seed and nursery trade.

Boxed collections are packed in cases as listed and no broken cases can be supplied.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of an order where unexpected or unavoidable shortages occur.

We do not substitute unless we are expressly instructed to do so.

With our Packaged Collections we reserve the right to substitute equal or better varieties in any collection, in case an unexpected shortage of any variety occurs. Where such a substitution is made the label will be altered, if necessary, to show exact contents.

All orders shipped at purchaser's expense and risk. We exercise every possible precaution to pack our bulbs safely and to protect them against damage in transit. However, we cannot offer any guarantee to that effect.

No extra charges are made for delivery to carrier, nor is any charge made for containers or crates. Charges for freight, forwarding and delivery will

be collected when the bulbs arrive. These charges are net, not subject to any discount.

All shipments bear a Certificate of Inspection issued by our Oregon State Department of Agriculture. It is distinctly understood that our customers must assume all risk in regard to the entomological requirements of their respective states.

Complaints and claims about the quality supplied cannot be entertained unless made immediately upon receipt of the bulbs. No warranty is given, express or implied and we will not be in any way responsible for the results of planting or forcing of any bulbs supplied by us.

Prices of all our offers are quoted net, subject to market fluctuations and stocks being unsold upon receipt of orders. Verbal agreements will not be considered. All orders are accepted subject to satisfactory crops. By placing orders, buyers are considered to agree with our terms, even where they may differ from those usually made.

If at the time of shipment purchasers have not yet settled their previous year's accounts, or in the case of unknown customers that cannot supply sufficiently good references or in the case of unsatisfactory information, we shall be compelled to cancel any orders placed with us.

GUARANTEE

Guarantee: We guarantee all varieties to be true to name and description. While we exercise the greatest care to have all stock true to name and hold ourselves prepared to replace, on proper proof, all stock that may prove untrue, it is mutually agreed between the purchaser and the Oregon Bulb Farms that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

DAFFODILS — A Report

Since this is the twenty-fifth catalog that I have prepared for the Oregon Bulb Farms, I should like to look backwards for a minute to those early days in Holland, almost forty years ago, when I first began to take an interest in hybrid daffodils. My memory goes back to days when varieties like Red Beacon and Sir Edward Carson were among the novelties and Lucifer, Whitewell and Mrs. Langtry among the more popular garden plants. From those days to the present an enormous change has taken place in the assortment offered, much greater than a year-by-year survey might indicate.

Has the improvement slowed up in recent years? I believe so. What we are striving for now is refinement in form, color and even more so in hardiness, vigor and productivity. Our American gardening public is still not as sophisticated in its taste as its British counterpart. For most of our gardeners the biggest and boldest daffodil is still the major attraction. For those of us who love the daffodil as a show flower this has been a handicap and a deterrent to great activity in breeding for better plants. That we have engaged on this long-term project at all is simply due to our innate love for these flowers and to a desire to continue at least some of the work I started so long ago in Holland.

Last year I felt emboldened to list a scant hundred of our own seedlings, named, classified and priced. This year I have cut down the list to seventy-five and I have attempted to give each of them a brief description. No words, however, can adequately describe these novelties. Their charm is not in size, nor perhaps in form, but in their exquisite

informality and coloring. Some of them, to be sure, are of giant size — bigger than any I have seen abroad. A few others are best characterized as British Show Daffodils — good enough to hold their own, I think, but no better than what others may well have raised already. There is a third category — daffodils which I have selected for my own garden, for our rock garden and for low bowls and vases. It is a personal selection and the readers who are interested will just have to scan the descriptive pages of this catalog to find them. Better yet, those of you who love daffodils, should plan a visit to our farms during the first two weeks of April.

In last year's "Report on Daffodils" I mentioned that the prices I asked for many of these novelties were based on taste, rate of increase, intensity of coloring, proportion and on intangibles. After one more flowering season, we have had a chance to reconsider some of those factors and the patient reader will find a number of price corrections, as compared to last year, that will bring some of these daffodils more in line with other introductions quoted from abroad.

As to our other stocks of daffodils, those commercial varieties that are the "bread and butter" of this industry, we have planted back a finer stock than ever before. Again in 1952, as we have done in all previous years, we sold out completely on all good stock. We feel very confident that this year also the demand for our clean, vigorous, selected and acclimated stock will surpass the supply and we sincerely urge you to place your orders as early as you can.

OREGON BULB FARMS GRESHAM, OREGON

Outdoor Culture

Daffodils thrive in any good garden soil, preferably deep well-drained loam. Deep preparation of the soil is necessary, and old rotted manure or compost may be worked in 16 or 18 inches below the surface, so as not to come in direct contact with the bulbs. ***Fresh manure should never be used.***

Plant in the early fall, especially Poeticus types. The more vigorous, larger varieties may be planted as late as December, but early planting is best.

In medium soils, cover the bulbs about twice their depth, and a little deeper in the lighter soils. The average for most sorts is three to four inches from the top of the bulb. Set bulbs at a uniform depth, otherwise they may flower irregularly.

Pot Culture In Pots or Boxes

Daffodils should be potted in September or October in good loamy soil, adding a little sand or leaf mould and a small amount of bone flour. (About two pounds to the bushel of soil.)

The old pots must be washed thoroughly and allowed to dry before using. New pots should be soaked. Provide drainage by placing pieces of charcoal or fragments of pots over the drainage hole. A little ground peat in the bottom regulates drainage, retaining moisture.

After ten or twelve weeks they may be removed indoors for flowering. Select the earliest varieties first, thus extending the flowering season.

Do not bring them into a warm temperature. 50 to 60 degrees is best at first. Do not give any bottom heat. Later, when the flower buds are well advanced, the temperature may be increased to not more than 65 degrees.

When the pots are first brought to the light, the tender shoots may be covered for a day or two with an inverted flower pot to prevent injury from light or draft. A little weak liquid manure once a week, until buds burst, will hasten the flowers after growth has started.

Always have plenty of light and air.

Naturalizing

Daffodils planted in clusters in the foreground of shrubbery, or sown broadcast through woodlands, along hillsides, in meadows or lawns, and planted where they fall, give a most pleasing natural effect. They will increase in beauty and number without special care and become permanently established. In heavy soils the most vigorous varieties should be used. More pleasing effects result from grouping the various types, such as all trumpet types, all Poeticus types, etc.

Miniatures

They are charming little subjects for rock work, where their dainty flowers are seen to perfection. They should be left undisturbed for years, and if happy, will soon establish themselves and afford a lovely picture in early spring. All the Bulbocodium (except monophyllus) and the Cyclamineus like moisture, and should therefore be planted at the foot of the rockery. Bulbocodium monophyllus flourishes in a warm dry sheltered situation planted in almost pure sand; when coming into bloom, give water freely. Triandrus albus (Angel's Tears) and Juncifolius delight in partial shade and a light gritty soil and should be given a well-drained position.

The Classification of Daffodils

Division I

TRUMPET NARCISSI. Distinguishing character: One flower to a stem; Trumpet or Cup as long as or longer than the Perianth segments.

- (a) Perianth colored; Trumpet colored, not paler than the Perianth.
- (b) Perianth white; Trumpet colored.
- (c) Perianth white; Trumpet white, not paler than the Perianth.
- (d) Any color combination not falling into the other groups.

Division II

LARGE-CUPPED NARCISSI. Distinguishing characters: One flower to a stem; Cup more than one-third but less than equal to the length of the Perianth segment.

- (a) Perianth colored; Cup colored, not paler than the Perianth.
- (b) Perianth white; Cup colored.
- (c) Perianth white; Cup white, not paler than the Perianth.
- (d) Any color combination not falling into other groups.

Division III

SMALL-CUPPED NARCISSI. Distinguishing characters: One flower to a stem; Cup not more than one-third the length of the Perianth segments.

- (a) Perianth colored; Cup colored, not paler than the Perianth.
- (b) Perianth white; Cup colored.
- (c) Perianth white; Cup white, not paler than the Perianth.
- (d) Any color combination not falling into the other groups.

Division IV

DOUBLE NARCISSI. Distinguishing character: Double flowers.

Division V

TRIANDRUS NARCISSI. Distinguishing characters: Characteristics of *Narcissus triandrus* clearly evident.

- (a) Cup not less than two-thirds the length of the Perianth segments.
- (b) Cup less than two-thirds the length of the Perianth segments.

Division VI

CYCLAMINEUS NARCISSI. Distinguishing characters: Characteristics of *Narcissus cyclamineus* must be clearly evident.

- (a) Cup not less than two-thirds the length of the Perianth segments.
- (b) Cup less than two-thirds the length of the Perianth segment.

Division VII

JONQUILLA NARCISSI. Distinguishing characters: Characteristics of any of the *Narcissi Jonquilla* group clearly evident.

- (a) Cup not less than two-thirds the length of the Perianth segments.
- (b) Cup less than two-thirds the length of the Perianth segments.

Division VIII

TAZETTA NARCISSI. Distinguishing characters: Characteristics of any of the *Narcissus Tazetta* group clearly evident.

Division IX

POETICUS NARCISSI. Distinguishing characters: Characteristics of any of the *Narcissus poeticus* group without admixture of any other.

Division X

SPECIES AND WILD FORMS AND HYBRIDS. All species and wild, or reputedly wild, forms and hybrids.

Division XI

MISCELLANEOUS NARCISSI. All Narcissi not falling into any of the foregoing Divisions. The awards made to Daffodils, from the highest downwards, are:

F.C.C.—First Class Certificate

A.M.—Award of Merit.

P.C.—Preliminary Commendation.

Awards may be qualified in one or more of the following ways:

- (e) as an exhibition flower;
- (c) as a variety for cutting;
- (p) as a variety for cultivation in pots, pans or bowls;
- (f) as a market variety for forcing;
- (m) as a market variety for cutting from the open;
- (g) as a variety for garden decoration;
- (r) as a variety for the rock garden;
- (a) as a variety for the alpine house;
- * award made after trial.

We have also listed the Awards made since the beginning of 1930 by the General Bulb Growers' Society of Haarlem, Holland. Such awards are indicated thus: H. The awards made to Daffodils at Haarlem are:

F.C.C.H.—First Class Certificate.

A.M.H.—Award of Merit.

F.C.F.A.H.—First class Forcing Award.

E.F.A.H.—Early Forcing Award.

F.A.H.—Forcing Award.

OREGON BULB FARMS

GRESHAM, OREGON

- 9 ACTAEA (Lubbe) 1927—The largest Poeticus in existence. Broad snow-white perianth of great substance and good form; the very large eye is broadly margined with dark red. A most beautiful exhibition flower. per 100, \$8.00
- 1c ADA FINCH (de Graaff) 1927—One of the earliest daffodils to flower. Pure white, overlapping perianth; large, finely shaped trumpet with deeply flanged and rolled rim. The immense flower is carried on a tall, stiff stem and the entire plant is beautifully proportioned. In contrast to many of the British white trumpet daffodils, Ada Finch is pure Ajax and represents the culmination of fifty years of breeding white trumpets. Immensely valuable for breeding as its good characteristics, earliness, size and purity of color are carried over into its seedlings. A.M.H. 1927. F.C.C.H. 1930. per 100 \$30.00
- 1a AEROLITE (de Graaff) 1923—Here is a golden daffodil that is replacing many of the present varieties as it becomes available; the large flower is beautifully proportioned, giving the impression of gracefulness, despite its size; perianth deep primrose, with a pure medium yellow trumpet which is left in bold relief by the broad pointed star formed by the flat opening outer petals, an inch and a half wide; medium early, but remains until late, and is one of the longest lasting of all daffodils either in the garden or after being cut. per 100 \$6.50
- 2a ALAMEIN (Rich.) 1944—A lovely flower of the highest quality, with beautifully smooth, broad, flat clear golden yellow perianth segments, very slightly pointed at the tips, and a rather straight well-frilled medium-sized cup of intense deep solid orange-red. Tall, strong-stemmed, vigorous plant. A.M. (e) 1945. each, \$4.00
- 1a ALASNAM (de Graaff) 1923—Wide, short, densely frilled trumpet of pure deep yellow, a shade deeper than the perianth; finely placed with good neck; flower "looks you in the eye"; excellent for landscape groups, also for forcing; very early and therefore in great demand by discriminating florists who want something earlier and better than King Alfred. per 100, \$8.00
- 4 ALBUS PLENUS ODORATUS (Poeticus flore pleno) — Snowy white, sweet-scented, highly recommended, pure white double Poeticus. Flowers satisfactorily only in cool, moist climate. per 100, \$7.00
- 3a ALCIDA (Backhouse) 1923—Giant flower, creamy perianth opening flat, star-shaped, with individual petals over 1½ inches wide; broad citron-yellow cup with blood-orange frill; strong grower, fine substance and wonderfully free-flowering; very late. A.M.H. 1921. per 100, \$6.00
- 8 ANNA BRITA (de Graaff) 1941—A very beautiful Poetaz of outstanding quality. Pure white perianth of heavy texture and well overlapping; bright red crowns, nicely crinkled. A.M.H. 1942. per 100, \$30.00
- 2b ANZIO (Rich.) 1945—A brilliant large flower, bred from Clava x Hades, with very rounded, overlapping pure white perianth and a large bowl-shaped cup of intense solid deep orange-red, making a striking contrast in colors. each \$1.50
- 1b APRICOT (de Graaff) 1898—The first of the buff-tinged trumpet daffodils raised by de Graaff. A sensational flower when first introduced, it is, of course, now far surpassed by many other varieties and is of historical interest only. A.M. 1898. none for sale
- 3b ATOM FLASH (O.B.F.) 1950—A late, flat-crowned, short-cupped daffodil with a Poeticus-white perianth and a pleated and ruffled cherry-red cup. Tall and large, with good erect blue-green foliage. each \$5.00
- 2b AZALEA (O.B.F.) 1950—A charming late-season pink daffodil. The perianth is flat and well rounded, of good substance. The cup is quite flared, a deep pink with paler tints as the flower ages but with a more pronounced pink coloring in the rim. Foliage is broad, blue-green and erect. each \$3.00
- 2a BACKHOUSE'S GIANT (Backhouse) 1936—Finely proportioned, deep golden yellow star-shaped perianth. Cup narrow and long, almost of trumpet daffodil proportions and colored the deepest orange-red. This is the closest thing to a red trumpet daffodil and should have great value in breeding. A.M.H. 1948. each, \$4.00
- 2b BALLET (O.B.F.) 1946—A late mid-season pink with a flat, rounded and fairly full perianth and good substance. The cup is moderately flared, a soft pink with a broad, true pink rim that is slightly ruffled. Foliage is broad, blue-green and erect. each \$4.00
- 3a BATH'S FLAME (Bath) 1914—Yellow perianth with darker cup, deeply edged orange-scarlet. A.M. 1915. per 100, \$6.00
- 2b BEAUTYGLOW (O.B.F.) 1950—A mid-season pink with a large flower. The perianth is white, medium full and somewhat waved. The cup is a semi-bowl shape, with a soft medium pink rim and tracings of pink going into the throat which make the whole flower seem to glow when looking directly at it. Delicate flutings and folds characterize the cup; nice foliage. each \$3.00
- 1c BEERSHEBA (Engleheart) 1923—A magnificent flower, large, perfectly flat perianth, trumpet long and beautifully flanged at mouth. A flower of great size, measuring nearly five inches across; a vigorous grower and a grand exhibition variety. F.C.C., R.H.S. 1926, A.M. (e) 1925, F.C.C. (e) 1926 A.M. (e) 1929. per 100, \$36.00

	<i>Division</i>	<i>Division</i>	<i>Division</i>
KEY	1 Trumpet Daffodils	3 Short-Cupped Daffodils	6 Cyclamineus Hybrids
	a) yellow	a) yellow, cup colored	a) large-cupped
	b) bicolor	b) white, cup colored	b) short-cupped
	c) white	c) white, cup white	7 Jonquilla Hybrids
	d) others	d) others	a) large-cupped
	2 Large-Cupped Daffodils	4 Doubles	b) short-cupped
	a) yellow, cup colored	5 Triandrus Hybrids	8 Tazetta (Bunch-flowered)
	b) white, cup colored	a) large-cupped	9 Poeticus
	c) white, cup white	b) short-cupped	10 Species and wild forms
	d) others		11 All others

- 2a BENGHAZI (Rich.) 1941 — A striking large flower, with rich bright yellow rounded flat perianth and a very large, almost flat crown. heavily banded bright orange-red shading to gold in the center. Tall, strong, very free grower. each, \$2.00
- 1a BEN HUR (de Graaff) 1927 — A glorious "loud speaker" trumpet, deeply frilled of pure Roman gold, 2½ inches across at the mouth; in spite of its immense size the whole flower is finely proportioned, one of the best of the new trumpets. A.M.H. 1930. per 100, \$10.00
- 6b BERYL (Williams) 1906 — A lovely little Cyclamineus hybrid bearing graceful drooping flowers with primrose-yellow, slightly reflexing, perianth and small globular bright orange cup shading to gold; ideal for the rock garden and pots, height 8 inches. A.M. 1936. per 100, \$7.00
- 2d BINKIE (Tasmanian) — Rare new color break, the perianth being pronounced lemon-yellow, the large, flaring cup a pale lemon, bleaching to almost pure ivory. Good grower, attractive garden and show plant, highly recommended. each, \$1.00
- 1b BONINGTON (Radcliff) 1936 — Attractive bicolor trumpet, pure white glistening petals, cup deep canary yellow. An entirely different type of bi-color trumpet daffodil than Spring Glory, Queen of Bicolors, etc. Good show flower. each, \$2.00
- 2a BOUNTY (O.B.F.) 1946 — A tall, very fine daffodil with a soft yellow, broad-petaled perianth that is full and round and slightly cupped. The cup is orange with a slightly darker rim, heavily ruffled and expanded to an almost flat inch and a half in diameter. each, \$5.00
- 2b BREATHLESS (O.B.F.) 1950 — A tall, early, broad petaled, pointed, pure white perianth of a curious, crinkled texture. The cup is flat and expanded to almost two inches in diameter and of an orange-apricot coloring, paler towards the center. The foliage is narrow and erect. This is a seedling from Fortune x Ada Finch. It resembles Coverack Perfection but has more color. each, \$6.00
- 3b BRIDEGROOM (Brodie) Calvert 1927, A.M. (e) 1929 — Large flower, creamy-perianth, yellow crown, narrow edging of orange, good substance, very late and of great value for exhibition and cutting. per 100, \$30.00
- 3b BRIGHTLIGHTS (O.B.F.) 1950 — A late flower with Poeticus-white perianth and a flared and fringed cup of a lovely vermillion red. The foliage is of medium width, blue-green and rather lax in appearance. each, \$4.00
- 3b BRIGHTWORK (O.B.F.) 1950 — A rather late colorful daffodil with a very full and substantial purest white, Poeticus-type perianth and with a fluted and pleated cup, yellow in the throat and vermillion red at the rim. Narrow, deep green foliage that is quite erect. each, \$5.00
- 1c BROUGSHANE (Wilson) 1938 — A glorious giant white Ajax of perfect form and balance. The trumpet is widely flanged, reflexed and frilled but does not overbalance the immense perianth, which is fully 5½ inches in diameter, the outer segments being up to 2¼ inches wide. The great flower, which is of immense substance and is quite exceptionally durable, is carried on a strong stem well over two feet high, while the foliage measures as much as 1¾ inches in breadth. Plant of immense vigor. A.M. 1943, A.M.H. 1948. each, \$6.00
- 2b BRUNSWICK (Williams) 1934 — Flower of good form, balance and proportion, well posed on a tall strong graceful stem. Well modeled flat clean-cut cold white perianth of very firm texture and a perfectly balanced crown that is nicely-flanged and frilled. Clear icy white in the base, gradually shading up to sharp very green lemon at brim. Extraordinary lasting power. F.C.C. 1939. per 100, \$40.00
- 2b BUFF BEAUTY (O.B.F.) 1946 — A late daffodil with a substantial, star-shaped, white perianth. The cup is evenly tapered, opens a buff-yellow and then turns into a lovely buff-pink with a true buff fringed edge. The foliage is of medium width, blue-green and straight. The flower has poise and looks up. each, \$4.00
- BULBOCODIUM — The Hoop Petticoat or Medusa's Trumpet daffodil. For the rock garden, edgings and small beds, these beautiful little daffodils are most charming, while if several bulbs are planted in pots or pans they are greatly prized for indoor decoration.
- 10 BULBOCODIUM CITRINUS — The large sulphur Hoop Petticoat. Very beautiful pale citron flowers, height 6 to 8 inches; delights in a damp sandy peat soil; no manure should be given. per 100, \$20.00

OREGON BULB FARMS

GRESHAM, OREGON

- 10 **BULBOCODIUM CONSPICUUS**—The yellow Hoop Petticoat, flowers rich golden yellow, of hoop-petticoat form and rush-like foliage. Height 6 inches. It blooms from the end of February to early in March, and prefers a sandy peat soil with a fair amount of moisture while in growth, but not in summer; no manure should be given.
per 100, \$4.00
- 2a **CALIFORNIA GOLD (Barr)** 1940—The outstanding yellow *Incomparabilis* in our 1951 trials. Perianth very smooth and circular, of deepest gold, well proportioned deep rich orange-red cup. Strong grower with very stiff stems, excellent form and habit. Flowers short-necked and carried well above the foliage. In our opinion the very best of the many yellow-red flowers introduced in England. Holds its color well and should prove invaluable for breeding.
each, \$5.00
- 10 **CANALICULATUS** — A dainty little *Polyanthus Narcissus* from Mentone, suitable for sunny situations in the rock garden; it has narrow erect bluish green foliage and bears heads of three to four flowers with white perianth and globular golden cup, sweetly scented; height 6 inches.
per 100, \$4.00
- 2b **CAPTAIN KIDD (O.B.F.)** 1945 — A large-flowered mid-season flower with nicely pointed, ivory-white perianth of good form and substance. The trumpet is evenly tapered, the upper half is fluted and the mouth faintly ruffled. Opens a pale pink and turns ivory with pink flush, very nice flower with good habit and foliage.
each, \$5.00
- 2a **CARBINEER (A. M. Wilson)** 1937 — A magnificent flower of splendid carriage and great substance. Broad flat golden-yellow perianth standing at right angles to the large bright orange-red cup. F.C.C. 1938, A.M. 1931.
per 100, \$20.00
- 2a **CARLTON (Williams)** 1927 — A fine clear yellow self-color of great size. Flat overlapping perianth and large expanded crown frilled at brim, a magnificent plant of great vigor. A.M. (g) 1936, F.C.C. (g) 1939.
per 100, \$7.00
- 2c **CARNLOUGH (G. L. Wilson)** 1934 — A distinct giant of strong, sturdy habit, fine size and superb quality. Broad firm flat pure white perianth; on first opening the crown is faintest citron with a frill of soft coral pink. In time the entire flower passes to purest white throughout; it is exceptionally durable.
per 100, \$30.00
- 3b **CARPATICA (Rich.)** 1945 — A lovely flower of medium size, after the style of Matapan, but slightly larger; bred from the same cross (Coronach x Forfar), with broad, rounded flat white perianth and an almost flat crinkled crown of bright brick-red.
each, \$2.00
- 5a **CATHEDRAL (O.B.F.)** 1950 — Short-stemmed, pure white *N. triandrus* hybrid with broad, bell-shaped cups and fully rounded perianths. This lovely rock garden plant resembles Moonshine but is of a far purer white. The foliage is blue-green, quite broad and erect.
each, \$5.00
- 2b **C. E. BAILEY (Bailey-O.B.F.)** 1946 — The finest of the many pink daffodils raised by the late C. E. Bailey of Portland, Oregon. The slightly wavy perianth is ivory-white; the cup is ivory-yellow on the outside and a rich cream-pink inside with a broad, heavily fringed rim of pure rose. The foliage is of medium width, blue-green and erect. This is a very late-flowering daffodil that has great charm and we recommend it to you.
each, \$6.00
- 3b **CHARMANT (de Graaff)** 1944 — A well-rounded, substantial flower carried on a tall stiff stem. Perianth purest white, crown a bright scarlet-red.
each, \$1.20
- 4 **CHEERFULNESS (Van de Schoot)** 1923 — The double *Elvira*, a very pleasing double white *Poetaz*, good stems, a fine garden and show flower. F.C.C. 1939, A.M. (e) 1926, A.M. (g) 1935.
per 100, \$5.00
- 2a **CHEERIO (Brodie)** 1932 — Fine, colorful garden variety of merit. The immensely broad, quite circular, soft yellow perianth has great substance. The widely expanded, frilled bowl-shaped crown is a bright orange-red. Tall, vigorous and a good increaser. A.M. (g) 1941.
per 100, \$30.00
- 7b **CHEYENNE (Powell)** 1946 — A white *Jonquil* hybrid, 2 inches in diameter, bearing two or three flowers on a twelve inch stem. Broad, pointed and well-overlapping petals; beautifully flared ivory cup three-fourths inch in diameter, with crinkled edge. An American introduction of real merit.
per 100, \$20.00
- 1c **CHINA CLAY (Brodie-Calvert)** 1928 — In our opinion one of the prettiest pure white daffodils. The entire flower is glistening white, the perianth is star-shaped and the trumpet is rather narrow, nicely frilled at the rim. The foliage is greenish blue. An extraordinary flower for cutting and for corsages but equally fine for garden decoration. A large bowl of China Clay, interspersed with flowers of Mrs. R. O. Backhouse, the pink daffodil, is a sight never to be forgotten.
per 100, \$40.00
- 3c **CHINESE WHITE (Guy L. Wilson)** 1937 — A very large flower of quite faultless form and quality; absolutely pure white throughout except for a faint touch of green in the eye; very broad circular satin-smooth perianth of great substance fully $4\frac{1}{4}$ inches in diameter. Perfectly proportioned shallow fluted saucer cup. A superb show flower and quite unique. This is the first really flat crowned *Leedsii* and should

<i>Division</i>		<i>Division</i>		<i>Division</i>	
KEY	1 Trumpet Daffodils	3 Short-Cupped Daffodils	6 Cyclamineus Hybrids		
	a) yellow	a) yellow, cup colored	a) large-cupped		
	b) bicolor	b) white, cup colored	b) short-cupped		
	c) white	c) white, cup white	7 Jonquilla Hybrids		
	d) others	d) others	a) large-cupped		
	2 Large-Cupped Daffodils	4 Doubles	b) short-cupped		
	a) yellow, cup colored	5 Triandrus Hybrids	8 Tazetta (Bunch-flowered)		
	b) white, cup colored	a) large-cupped	9 Poeticus		
	c) white, cup white	b) short-cupped	10 Species and wild forms		
	d) others		11 All others		

be extremely valuable for breeding. A.M. 1946, F.C.C. 1949. each, \$10.00

1b **CHULA (O.B.F.) 1951** — A very tall, well-poised, early bicolor daffodil that holds great promise as a show and forcing flower. The broad, flat perianth frames a well proportioned fluted trumpet of a rich cream-yellow with slightly darker rim. Very resistant to sun and weather, it stood out among our trials as unusually long lasting and vigorous. each, \$12.00

3a **CHUNKING (Wilson) 1942** — Large, tall stemmed circular flower having a very broad smooth clear golden perianth and intense deep vivid red shallow crown. A.M.H. 1948. each, \$1.50

2b **CIRCUS CLOWN (O.B.F.) 1950** — A tall, mid-season, free-flowering plant with a pure white, substantial perianth that is slightly cupped forward. The cup is quite unusual in coloring and form, for it is striped white and orange and has a really double John Evelyn-type ruffle. More of a curiosity than a show-flower, it does present a gay and colorful picture in the garden. each, \$6.00

2b **CLAIRETTE (de Graaff) 1938** — Very flat, silvery white perianth of fine proportions, broad, trumpet-like crown of purest creamy white coloring. This is one of the finest Giant Leedsii raised in Holland. A.M.H. 1938. per 100, \$40.00

2b **CONBEG (Wilson) 1944** — About the first red and white flower of true Incomparabilis form, in which the perianth can be said to have attained real Poeticus white. The cup is deep red and goblet shaped. each, \$1.50

2b **CONCERTO (O.B.F.) 1950** — Flat white perianth with pointed petals of good texture. The trumpet is ivory, nicely flanged and ruffled at the mouth. A fine, very early daffodil with large flowers of good poise. each \$4.00

1b **CONTENT (Will., P.D.) 1927** — A beautiful large, tall, early bicolor of splendid form and carriage. The color is the much sought-after lemon-green, bleaching to ivory. Petals are extremely broad at base and overlap greatly. A.M. (e) 1940. each, \$2.00

2b **CORALIE (Australian)** — A very pretty short-cupped pink daffodil, sent to us by Alister Clark. The petals are pure white and rather pointed, the short cup is of a soft rose-pink color, flaring

and frilled. Fine exhibition flower and good pollen parent. each, \$3.00

1c **CORINTH (Brodie) 1928** — An immense flower, very stiff substance, fine broad, flat white perianth, standing at right angles to the bold ivory trumpet. per 100, \$60.00

2b **COVERACK PERFECTION (Brodie) Calvert 1930, A.M. 1934** — Broad, white perianth, with large shallow saucer crown, edged and flushed with pale salmon-gold, striking. each, \$1.00

2b **COVER GIRL (O.B.F.) 1950** — A dainty little daffodil with slightly waved, white perianth and the cup is colored an iridescent pink, darkest at the delicately fringed rim. Very late. each, \$5.00

2a **CROESUS (Will.) 1912** — Universally popular both for the garden and for exhibition; light canary-yellow perianth of perfect form, with outer petals nearly touching, the inner ones overlapping, opening flat; broad fluted cup of rich orange to base; substantial, free-flowering, and a fine propagator. F.C.C. 1912, A.M. (g) 1914. per 100, \$6.00

10 **CYCLAMINEUS (Baker) 1887** — The yellow cyclamen-flowered daffodil. This beautiful little daffodil was found by the late Mr. Peter Barr in Spain and Portugal, at the margin of mountain streams and in flooded meadows adjoining; the moister the situation, the finer were the blooms. It is the earliest of all daffodils, flowering from the middle of February to early March and is a charming, elegant little flower of very distinct form. The trumpet is rich yellow, straight and tube-like, elegantly serrated at mouth, while the perianth is reflexed like a cyclamen. A valuable little species for pot culture, edgings, and to naturalize in damp spots in the rock garden, in grass and in shady nooks, or at the water's edge; it delights in a dampish sandy peat soil and should be left undisturbed for years. Height 6 inches. F.C.C. 1887. none to offer

9 **DACTYL (Engle.) 1923** — A.M.H. 1929, A.M. (e) 1931. Very large and beautifully clean-cut perianth of mathematical evenness and extraordinary solid, smooth substance. Large broad, flat citron eye edged with a boldly defined rim of deep red. Lovely for cutting. per 100, \$10.00

2b **DAISY SCHAFFER (de Graaff) 1925** — One of the best of the remarkable new Giant Leedsii type; the flower 4½ inches across, with cup

OREGON BULB FARMS

GRESHAM, OREGON

- nearly 2 inches resembles a Giant Trumpet, but much more graceful in form; perianth pure white, with cup opening primrose and turning to light canary-yellow, deeper at the base; long, lemon-yellow stigma and styles add to the color harmony of this remarkable flower; undoubtedly a leader for years to come. A.M. 1925, F.C.C. 1929, F.C.C. 1933, Gold Medal 1935 H.
per 100, \$15.00
- 2a DAMSON (Williams) 1935 — A striking flower of very brilliant color and fine substance, broad creamy white perianth shaded yellow at base, long cup of an intense deep fuchsia-red. A.M. (e) 1925, A.M.H. 1930. per 100, \$6.00
- 4 DAPHNE (Culpin) 1914 — The most promising novelty of this division, pure white, sweet scented, large double flowers, early forcer. A.M. (m.e.) 1913, F.C.C. (c) 1924, A.M.H. 1928, F.C.C.H. 1929. per 100, \$12.00
- 2b DARING (O.B.F.) 1950 — A rather small but deeply pink daffodil that has great charm. The perianth is white with pointed, slightly cupped petals. The trumpet opens a salmon shade but turns to deep pink with an even darker edge, which is slightly lacinated and ruffled.
each, \$2.00
- 1a DAWSON CITY (van Tubergen) 1925 — A fine garden variety of excellent quality and of value for exhibition. Broad flat perianth of smooth substance, well-formed flanged trumpet, of a self golden-yellow. A.M. (e) 1925, A.M. (g) 1930. per 100, \$8.00
- 2b DEANNA DURBIN (de Graaff) 1938 — Purest white, flat perianth. Segments extremely broad and well overlapping. The well proportioned cup is of a uniform vivid orange coloring and nicely frilled at edge. A tall, sturdy plant, very free-flowering and extremely good forcer. A.M.H. 1938. per 100, \$10.00
- 3a DIANA KASNER (Backhouse) 1924 — A cream-yellow perianth and a large fluted yellow cup with blood-red frill, very free-flowering and an excellent forcer. We consider this variety as one of our most valuable introductions and cannot recommend it too highly for show purposes. per 100, \$6.00
- 2b DICK WELLBAND (Backhouse-de Graaff) 1929 — One of our finest introductions, very strong grower and exceptionally free-flowering. The perianth is pure white and the cup flame orange. One of its most remarkable qualities is that the color does not fade but rather intensifies with age. The flower lasts unusually long and we believe that this variety will be of the greatest value both for greenhouse work or for the outside. Its great beauty lies in the startling contrast between petals and cup which makes it stand out in the largest collection of daffodils. A worthy companion to Francisca Drake. A.M.H. 1931. per 100, \$7.00
- 1a DIOTIMA (de Graaff) 1927 — Considered by many experts as the very best of the new super-giant yellow trumpets; despite its huge size (perianth being five to six inches across) the whole flower is beautifully proportioned and is carried gracefully on flattened tapering stems, two feet tall, entirely free from the amaryllis-like stiffness of many of the giant trumpets; the broad overlapping petals form a star-shaped perianth of medium deep primrose, trumpet somewhat more deeply colored; undoubtedly one of the top-notchers for many years to come. per 100, \$30.00
- 3c DISTINGUE (Backhouse) 1923 — Large, perianth is wide-spread, pure white color, smooth texture, cup is tinged with pale lemon. per 100, \$50.00
- 9 DULCIMER (Engleheart) 1913 — One of the finest Poets, broad snow-white perianth, good substance and form, large eye is broadly margined with dark red, very tall and very late. A.M. (g.c.) 1923. per 100, \$7.00
- 2b DUKE OF WINDSOR (Uittenboogaard) 1937 — Broad, white, overlapping perianth and large, short and flaring yellow cup. We have only a small stock of this variety and cannot quote it competitively. per 100, \$40.00
- 2a DUNKELD (Brodie) 1935 — Broad smooth circular clear yellow perianth of great substance, shallow expanded cup of solid vivid orange-scarlet. Very vigorous and free-flowering — a magnificent flower that should have high value for cutting and exhibition. each, \$0.50
- 2b ECSTASY (O.B.F.) 1946 — Ivory-white, star-shaped, wavy perianth; long, tubular, nicely flared cup, fluted and folded at rim, colored a soft peach-cream with intense pink deep in the throat. A small daffodil, not over twelve inches tall but a plant with great appeal. each, \$8.00
- 2b E. H. WILSON (de Graaff) — Of most lovely form and perfect texture, broad overlapping pure white perianth but distinctly star-shaped as petals are nicely pointed. Crown light yellow but passing to ivory, shallow and fluted at margin. A fine, tall garden plant of unusual substance and great merit. The flowers last unusually well and are magnificent for show purposes as well as for home decoration. A.M. 1936. per 100, \$7.00
- 1b ESKIMO (Brodie) 1927 — A well built flower of great substance and very lasting, broad perianth standing at right angles to the open-mouthed trumpet which is pale primrose on first opening, the whole flower passing to an intensely pure white. Increases freely, very vigorous, blooms profusely. A most beautiful garden plant. per 100, \$32.00
- 4 FALAISE (Rich.) 1945 — A quite unique double, raised from Mary Copeland. The pollen parent must have been a Poeticus as the petals are of

<i>Division</i>		<i>Division</i>		<i>Division</i>	
KEY	1 Trumpet Daffodils	3 Short-Cupped Daffodils	6 Cyclamineus Hybrids		
	a) yellow	a) yellow, cup colored	a) large-cupped		
	b) bicolor	b) white, cup colored	b) short-cupped		
	c) white	c) white, cup white	7 Jonquilla Hybrids		
	d) others	d) others	a) large-cupped		
	2 Large-Cupped Daffodils	4 Doubles	b) short-cupped		
	a) yellow, cup colored	5 Triandrus Hybrids	8 Tazetta (Bunch-flowered)		
	b) white, cup colored	a) large-cupped	9 Poeticus		
	c) white, cup white	b) short-cupped	10 Species and wild forms		
	d) others		11 All others		

purest white and the flower has the true Poeticus scent. The center is bright orange-red which makes a striking contrast against the rather long pure white inner petals. A lightly built flower on tall, wiry stems, very late. each, \$4.00

- 2b **FANDANGO** (O.B.F.) 1950—A late, rather tall, strong-growing plant. The perianth is of good substance, white and well-rounded. The broad trumpet is scalloped and flanged and the color changes from a shell pink in the throat to a rosy peach-color at the mouth. As the flower ages, the color fades evenly and remains attractive to the last. Heavy foliage, blue-green in color. each, \$5.00

- 2b **FANNIECURREY**—(Richardson) 1935—A.M. (e) 1929—Perianth white, perfectly flat and overlapping, cup is large, expanded and frilled at mouth, beautiful shade shell-pink gradually shading to pale lemon at base of cup. each, \$1.00

- 6a **FEBRUARY GOLD** (de Graaff) 1923, A.M. 1928—A little known, extremely early blooming, small golden daffodil. The perianth is rather star-shaped, the nicely fluted, straight trumpet is tinged with orange. A hybrid between *N. cyclamineus* and a trumpet daffodil, it has retained all the earliness of its parents and forces extremely well. Start a few bulbs in pebbles and water in November, keep bowls or pans in a dark, cool place for three weeks and then bring into light. Or, plant from three to six bulbs in a pot in October and keep pot in a cool, dark place, watering as needed. They will easily bloom by Christmas. February Gold is one of our own introductions. per 100, \$7.50

- 2c **FEDORA** (de Graaff) 1942—Very large, flat and overlapping creamy white perianth. Crown deeply imbricated and frilled, uniform orange-yellow except for a deeper well defined margin. A most refined flower of great strength. A.M.H. 1943. per 100, \$16.00

- 2a **FIESTA** (O.B.F.) 1946—An early, tall, golden yellow daffodil with fiery red, evenly flared cup. The perianth is well rounded and smooth. Foliage is narrow, deep green and erect. The color contrast in this flower is striking and vivid; the color stands up well in the sun. each, \$8.00

- 3c **FIRETAIL** (Crosfield) 1910—Deservedly popular the world over; broad petaled creamy-white perianth and large orange cup with scarlet-orange frill. F.C.C.H. 1925. per 100, \$12.00

- 2b **FOREVER AMBER** (O.B.F.) 1946—A rather short, mid-season pink daffodil. The perianth is very regular, pointed, flat and substantial, ivory-white. The trumpet is long and tubular with a slight flare, opens amber-pink with lighter rim and this color holds throughout the flowering season. Broad and strong foliage. each, \$4.00

- 2a **FORTUNE** (Ware) 1923—Broad creamy yellow perianth of very solid texture, crown of great size and elegant form, opening at mouth and beautifully frilled, of a glowing soft orange. A Giant Incomparabilis of perfect form, early, a strong grower. Undoubtedly will soon become one of the more popular varieties. F.C.C. 1924 (e.g.c.). per 100, \$10.00

- 2a **FORTUNE'S BLAZE** (Brodie) Calvert 1930—Not large, but both the yellow of the perianth and the red of the cup are exceptionally bright and intense. per 100, \$25.00

- 2a **FORTUNE'S BOWL** (Brodie) Calvert 1930—A good yellow perianth and deep red cup. A.M. (m) 1940, the finest of the Fortune seedlings. per 100, \$40.00

- 2a **FORTUNE'S CREST** (Brodie) A.M. (e) 1931—Good yellow perianth and deepest solid red cup of any flower yet raised from Fortune. each, \$0.60

- 5a **FORTY-NINER** (O.B.F.) 1950—A rather early, very short *N. triandrus* hybrid with pale sulphur-yellow flowers. The cup is long and bell-shaped, nicely fluted. As many as four flowers per stem. The narrow foliage is deep green and lax, a good grower and most attractive little plant for the rock garden. each, \$9.00

- 2b **FRANCISCA DRAKE** (Backhouse) 1926—Impossible to describe adequately the beauty of this unusual flower of a distinct new type; the pure white perianth petals are of unusual substance, an inch and a half wide, and tinted gold at the base, which shows through on the outside; the cup, wide and deep, is golden yellow at the base, changing gradually to flame orange at the densely frilled edge; the flowers are held well above the fine foliage and give the effect of a flock of white seagulls taking flight; strong-growing and very free-flowering. A.M. 1926. per 100, \$6.00

- 2a **GALWAY** (Rich.) 1943—A.M. (e) 1942, A.M.H. 1948, F.C.C. (e) 1948—A glorious tall strong-stemmed intense self-golden flower, bor-

OREGON BULB FARMS

GRESHAM, OREGON

- dering on true trumpet daffodil proportions; broad smooth perianth, well-flanged trumpet crown. Splendid size, build, proportion, stature and color; a magnificent garden plant and a grand show flower. each, \$5.00
- 3b GARDEN OFFICER (Lefeb.) 1938 — An attractive short-cupped daffodil which stands out for its perfect form and habit. One of the rare short-cupped daffodils that really looks up. The perianth is of a soft ivory, the cup which is nicely frilled has a yellow center and a narrow red edge. Not a spectacular show flower, but one that deserves and merits your attention. per 100, \$16.00
- 8 GERANIUM (v.d. S.) — A.M.H. 1931 — One of the newer Dutch Tazeta Hybrids with from five to seven large flowers per stem. The petals are rounded and overlap, the short, flat red crown is orange-red. A good variety for late forcing in pots and pans but equally outstanding in the garden and for exhibitions. per 100, \$8.00
- 2c GERTIE MILLAR (de Graaff) 1927 — Wonderful flower of the new Giant Leedsii type with pure white perianth similar to and as large as Van Waveren's Giant, with beautifully proportioned pale primrose cup deeply fluted and frilled and of translucent texture; unusually long pistils and anthers match these colors perfectly; a most handsome flower. A.M.H. 1930. per 100, \$9.00
- 8 GLORIOUS (Williams) 1923 — Tall, flower delightfully informal in habit, perianth Poeticus white with eye orange, edged red; good for semi-shade; very early and an excellent forcer. F.C.C. 1927, A.M. (c.g.) 1923, F.C.C. (m) 1926, A.M. (g) 1928. per 100, \$6.00
- 9 GLORY OF LISSE (Segers) 1907 — White perianth, yellow cup, edged red. per 100, \$5.50
- 1a GOLDEN HARVEST (Warnaar) 1927, E.F. A.H. 1928 — Undoubtedly one of the largest trumpet varieties in existence. The perianth is well formed and overlapping; the trumpet is of good shape and proportion, rolled back at the brim. The color is deep golden-yellow. Opens before Golden Spur. per 100, \$12.00
- 2b GREMLIN (O.B.F.) 1946 — A late, attractive, little plant with white, star-shaped perianth and cylindrical small, fluted and slightly fringed cup, opening yellow, then turning to buff and finally developing an attractive, strongly rose-colored rim. Not spectacular but a lovely garden plant. each, \$5.00
- 2a GOLDEN PEDESTAL (Rich.) 1922 — A remarkably fine flower of good form and quality. The perianth is a clear golden yellow, made up out of broad and overlapping petals and measuring better than four inches across of wonderful substance, retaining its form till the last. The cup is beautifully proportioned, of the same color as the perianth, nicely frilled and expanded. The plant is tall, a very strong grower and a rapid increaser and free bloomer. In many trials it has stood out as one of the finest garden daffodils. A.M. (e) 1922. per 100, \$8.00
- 7c GOLDEN PERFECTION (deGraaff) — A perfect perianth with wide overlapping segments, deep citron-yellow with mica sheen and cup of pure gold perfectly proportioned to balance of flower; calyx grey-green flecked with gold; unique in its class. F.C.C. 1926, A.M. (g) 1934. per 100, \$7.00
- 3b GRAND OPERA (Chapman) 1929 — One of the border-line Poeticus types, small but very attractive and free-flowering. The neat perfectly rounded perianth is in strong contrast to the red crinkled cup. per 100, \$20.00
- 1a GRAPEFRUIT (Lubbe) 1929, F.C.C.H. 1944 — One of the outstanding new daffodils of novel coloring. The large, well proportioned flower is of a cool uniform lemon-green color, bleaching to almost true ivory with age. Has unusual lasting power and while it opens early, it will stay in good condition for weeks. We have found that the plant grows best when left undisturbed for two or three years, which gives it added value as a fine garden variety. each, \$2.00
- 2b GRATIA (deGraaff) 1938 — A fine example of the large, star-shaped Leedsii. Petals purest white; crown soft yellow with white margin. A.M.H. 1938. per 100, \$16.00
- 2b GRAYLING (Will.) 1927 — A grand Leedsii of distinct character and largest size, having very broad and much overlapping white perianth which stands well at right angles to the rather narrow and fluted pale primrose crown. A.M. (g) 1931. per 100, \$30.00
- 2b GREEN ISLAND (Rich.) 1940 — A sensational flower of very large size, great substance and waxy smooth texture. Smooth rounded white segments of such immense width that they form an almost complete circle. Well proportioned shallow bowl-shaped frilled cup, greenish white at base, inside passing to white, which in turn passes to a band of clear, cool, greenish lemon at the margin. Short-necked on a tall, long stem. Plant of great vigor. P.C., 1940. Best flower in London Show 1940. each, \$4.00
- 2b HADES (Backhouse) 1925 — A flower of wonderful color, large creamy white perianth of excellent substance, large expanded crown of a real deep cherry-red, height 24 inches; a very strong, vigorous variety which holds its color exceptionally well. A.M. (e) 1928. per 100, \$12.00
- 1b HALFA (Brodie) 1927 — A very attractive flower of high quality, broad perfectly flat even and smooth overlapping white perianth, clean cut and pointed. The soft yellow trumpet has an evenly flanged brim. each, \$0.80

KEY	Division		Division		Division	
	1	Trumpet Daffodils	3	Short-Cupped Daffodils	6	Cyclamineus Hybrids
		a) yellow		a) yellow, cup colored		a) large-cupped
		b) bicolor		b) white, cup colored		b) short-cupped
		c) white		c) white, cup white	7	Jonquilla Hybrids
		d) others		d) others		a) large-cupped
	2	Large-Cupped Daffodils	4	Doubles		b) short-cupped
		a) yellow, cup colored			8	Tazetta (Bunch-flowered)
		b) white, cup colored	5	Triandrus Hybrids	9	Poeticus
		c) white, cup white		a) large-cupped	10	Species and wild forms
		d) others		b) short-cupped	11	All others

- 1a HALLOWEEN (O.B.F.) 1946—An extremely early yellow trumpet daffodil of merit. The broad, flaring trumpet is of a rich deep yellow color; the slightly paler perianth is well-rounded and quite smooth. Fine substance, tall and large. each, \$5.00
- 2a HELIOS (Engleheart) 1912—Deep golden yellow perianth semi-overlapping; the cup opens a little darker than the petals and in a cool climate gradually changes to light orange. A.M. 1912. per 100, \$6.00
- 1c HIGH SIERRA (O.B.F.) 1951—The earliest white trumpet daffodil of all we grow. Tall and large, it has an ivory-white perianth of good substance and a pale ivory trumpet with a large flare to it that is most attractively proportioned. Stands up well in rough weather; the foliage is broad, deep blue-green and erect—an improved ADA FINCH. each, \$4.00
- 2a HONKONG (Rich.) 1939—This nice flower resembles FORTUNE but is a little stronger in color. Early, tall and large. each, \$2.00
- 1a HUNTER'S MOON (Brodie 1943)—Bred from Brimstone by Moongold. A perfectly lovely trumpet arrayed in graded tints of clear shining luminous lemon, perhaps most intense at the outer edge of the beautifully flanged and serrated trumpet and paler at the edge of the petals. Grand flower for cutting. Vigorous and free blooming; extraordinary durable and a most beautiful garden plant. A.M. 1943. each, \$1.50
- 4 IRENE COPELAND (Copeland) 1923—Large full double snow-white flowers with primrose markings; a lovely and distinct variety with strong rigid stems. A.M. 1925. per 100, \$12.00
- 2c IGLOO (O.B.F.) 1946—Another of our new, small pinks. The perianth is ivory white and somewhat waved; the short broad cup opens a rich yellow with a broad pink rim, which pales to true pink while the cup develops into an ivory-white. Most attractive little plant. each, \$3.00
- 1b INDISCREET (O.B.F.) 1950—A mid-season pink trumpet daffodil. The perianth is white, slightly waved and semi-rounded. The trumpet is a startling lingerie-pink and the rim is nicely fringed. A small plant but of remarkable intensity of color. each, \$10.00
- 4 INGLESOMBE (Walker)—Nice, pure yellow, fully double that might be called a yellow "the Pearl" A.M. (market variety) 1931. per 100, \$12.00
- 2b JANE BIGGIO (O.B.F.) 1950—A most attractive, late pink daffodil. The waved, almost star-shaped frosty white perianth contrasts nicely with the inch-long tubular cup that opens ivory yellow with a quarter-inch buff rim and develops to pure white with a pink rim. A small plant but well proportioned and most attractive in the rock garden. each, \$10.00
- 2b JEAN HOOD (West & Fell) 1935—An exhibition variety bearing large, well proportioned flowers on very tall and stiff stems. The perianth is smooth and well rounded, pure white in color, the cup or crown is yellow with a darker margin. This variety is of real value in breeding and while its color could be improved, its stature, size and proportion are flawless. per 100, \$40.00
- 1b JEFTA (deGraaff) 1927—Very delicately colored giant trumpet of moderate size; cream colored perianth and pale lemon trumpet slightly recurved at mouth; King Alfred seedling; early. per 100, \$9.00
- 2b JOHN EVELYN (Copeland) 1920—Deservedly an international favorite; outstanding among the new Incomparabilis hybrids; flatly opening perianth, 4 to 5 inches across, with a flat cup nearly 2 inches in diameter, densely frilled, the perianth being pure white, without a trace of shading, and the cup lemon-yellow and fluted or shirred to the base; good neck; strong grower; free-flowering and a good propagator; one of the greatest daffodils of the present day and for years to come. F.C.C. 1924. per 100, \$10.00
- 10 JONQUILLA SIMPLEX—The true single sweet jonquil, of light elegant growth, bearing out of doors in May charming clusters of numerous small rich yellow flowers of delicious scent. per 100, \$4.00
- 10 JONQUILLA FLORE PLENO—The true old double sweet jonquil, produces in May little heads of rich yellow double flowers, very fragrant and attractive for cutting. per 100, \$6.00
- 10 JUNCIFOLIUS—The miniature rush-leaved daffodil, a charming and elegant species for pots or select spots in the rock garden; it has small rich yellow flowers rather smaller than a jonquil with a dainty little flattish crown; height 3 to 4 inches, delicately fragrant; a native of the Pyrenees. per 100, \$6.00
- 1a KANDAHAR (Brodie) 1927—A gorgeous and most striking giant trumpet of immense size, great substance, and pure deep solid self gold

OREGON BULB FARMS

GRESHAM, OREGON

color; immense vase shaped trumpet and wide spread perianth, very tall and strong.

each, \$1.00

- 2c KILLALOE (Rich.) 1940 — One of the most striking Giant Leedsii, an immense pure white flower of grand quality, well over 5½ inches across. The perianth segments are shovel-pointed, very broad, flat and of fine substance. The large cup is widely expanded, beautifully flanged and frilled at the mouth. A fine plant with strong stem and very broad foliage. P.C., R.H.S. 1940. each, \$4.00
- 1a KING ALFRED (Kendall) 1899—F.C.C. 1899 —The most popular daffodil in the world and one that even today holds its own against all comers in every flower market. Because of its large size, its golden yellow color and its informal, pleasing shape it has become the universal favorite and is sold in larger quantities than any other daffodil. per 100, \$7.20
- 8 KLONDIKE (Van der Schoot) 1907 — Rich yellow perianth, darker cup, one of the finest yellows. per 100, \$5.50
- 2a KRAKATOA (Rich.) 1945 — Quite the most outstanding novelty imported by us during the past few years and probably the finest new daffodil introduced since Fortune, which was one of its parents, appeared twenty-five years ago. On the few occasions that it has been exhibited it has created a sensation. An immense flower with broad overlapping deep golden yellow perianth of fine substance and quality; the very widely expanded cup is bright flaming orange-red, beautifully flanged at the mouth. Flowers are short-necked, well posed on strong, stiff stems; fine robust plant; flowers and increases very freely. A.M. 1945, F.C.C. 1943. each, \$3.00
- 3b LADY KESTIVEN (Backhouse-de Graaff) 1933 —This is undoubtedly one of the very finest Barriis introduced by us. Words fail to describe this wonderful daffodil adequately. Suffice it to say that the perianth is pure white, well formed and substantial and that the cup is of the very deepest red ever seen in a daffodil. We are proud of the fact that we can introduce this beautiful daffodil to the United States, and though as yet it is too expensive to be forced for shows, we hope in a few years to be able to distribute it more freely. We believe that this is one of the most promising Barriis for hybridizing purposes, especially since the color does not seem to fade in the sun. A.M.H. 1931. per 100, \$16.00
- 3b LADY LILFORD (Back.) 1927—Very striking flower with a broad overlapping white perianth of great substance and quality with a large eye with wide margin of deep red. per 100, \$60.00
- 1c LADY RUFFLES (O.B.F.) 1946—Extremely early, rather short-stemmed white trumpet daffodil, distinguished by its immense trumpet that is broadly flared and has an intensely ruffled and imbricated flange. A plant like this one is more of a monstrosity than what, in our opinion, a daffodil should look like, but visitors to our trial ground admire this one so much that we have named and priced it. each, \$12.00
- 7b LANARTH (Williams) 1907 —A beautiful and unique hybrid, deep golden overlapping perianth, shallow expanded cup, old gold flushed orange; a fine exhibition flower and garden plant. F.C.C. 1936. per 100, \$6.00
- 2b LA TENDRESSE (van Leeu.) 1931 —Perianth white, flat and overlapping, large ivory cup frilled at mouth, shell-pink at edge of cup shading to pale ivory at base of cup. per 100, \$40.00
- 8 LAURENS KOSTER (Vis) 1923 — Creamy white perianth, lemon-yellow cup, free-flowering, recommended. per 100, \$5.00
- 1c LA VESTALE (de Graaff) 1927—Giant trumpet type with pure ivory white perianth, of informal design, with trumpet of deep cream yellow, tall, fine for small groups or naturalizing in dim shade; though of delicate appearance, it is of extra good substance and lasts well; very early. A.M. 1923. per 100, \$10.00
- 2c LIDO (Brodie) 1927 —A very nice Leedsii with large wide-spread pure white perianth and medium-sized primrose crown which passes to white; the flower attains exceptional purity of whiteness in the sunshine. each, \$1.00
- 3b LIMERICK (Richardson) 1938—A very lovely flower, raised from Folly and Hades. The broad, flat perianth is pure white and the large, absolutely flat eye is intense dark cherry-red. A wonderful contrast in colors, one of the best we have seen. Very late. each, \$1.20
- 8 L'INNOCENCE (v.Z.) 1930 — A very free-flowering new Poetaz of great merit for early forcing. The perianths are well rounded and the cups of a soft orange-red. This is one of the newer varieties that are now replacing Laurens Koster. per 100, \$7.00
- 2b LISBREEN (Guy L. Wilson) 1938 —Bred from Mitylene x Evening; a flower of excellent show form and balance, having broad flat perianth, pure white and overlapping. Grown nicely proportioned, strongly flushed pale orchid-pink. Greenish tone at base. One of the deepest pinks yet introduced. A.M., R.H.S. 1944. each, \$0.60
- 2b LOVENEST (Backhouse) 1928 — One of the very few members of the "pink daffodil" class; among the daintiest of all the trumpets; medium in height with a starry shaped perianth of informal type; nicely proportioned trumpet of saffron yellow turning to apricot pink; delightfully charming at all stages; very early. A.M. 1925. per 100, \$10.00

KEY	Division	Division	Division
	1 Trumpet Daffodils	3 Short-Cupped Daffodils	6 Cyclamineus Hybrids
	a) yellow	a) yellow, cup colored	a) large-cupped
	b) bicolor	b) white, cup colored	b) short-cupped
	c) white	c) white, cup white	7 Jonquilla Hybrids
	d) others	d) others	a) large-cupped
	2 Large-Cupped Daffodils	4 Doubles	b) short-cupped
	a) yellow, cup colored	5 Triandrus Hybrids	8 Tazetta (Bunch-flowered)
	b) white, cup colored	a) large-cupped	9 Poeticus
	c) white, cup white	b) short-cupped	10 Species and wild forms
	d) others		11 All others

- 2c LUDLOW (Will., A.M.) 1939, F.C.C. (e) 1940 — One of the large cupped daffodils with near-perfect proportions, bearing and stature. The broad, flat, pure white perianth has great substance, the widely expanded, almost trumpet-shaped cup is tinged with green at the base. A tall, very prolific plant. each, \$1.50
- 2b MABEL TAYLOR (Clark) 1940 — A tall mid-season pink with the shape and proportions of Tunis. Large flowers, well balanced on tall, stiff stems. Perianth is cream-colored, the cup large and expanded, soft yellow with a broad rose-pink band which is nicely frilled. In our experience a most valuable daffodil for breeding as it has many good qualities and seems well adapted to our climate. each, \$6.00
- 3b MAGIC FIRE (de Graaff-O.B.F.) 1942 — Striking flower of exceptional substance. Pure white, well overlapping and broad perianth, small cup with fiery red rim. One of the finest show flowers we have raised. per 100, \$8.00
- 1b MAGIC PINK (O.B.F.) 1945 — One of our very best late mid-season pinks. The perianth is white, well-pointed and substantial. The trumpet is long and heavily frilled at the mouth, pink blush throughout the trumpet with a rose band blended in at the mouth. As the flower develops an effervescent blending of pink colors lights up the interior of the trumpet. The foliage is broad and of a deep, blue-green color. each, \$12.00
- 3b MARDI GRAS (O.B.F.) 1950 — A huge, round, Poeticus-like perianth of good substance, contrasts strongly with the broad flaring cup that changes smoothly from an orange-red at the throat to vermilion-red at the fringed rim. Yellow lines radiate from the cup into the perianth segments. A late, fine, tall daffodil. each \$7.00
- 2a MARION CRAN (Will. P.D.) 1931, A.M. (g) 1936 — A rather small, yet attractive daffodil, very free-flowering and recommended for naturalizing and for garden display. The well rounded perianth is soft yellow, the cup orange, an improved Croesus. per 100, \$8.00
- 2b MARTHA CLARK (West & Fell) 1935 — A long-stemmed, attractive, large-cupped variety. The perianth which is well-formed is pure white, the large, widely expanded cup opens yellow and turns pink with age. per 100, \$60.00
- 4 MARY COPELAND (Copeland) 1914 — One of the famous varieties of the new double type, this variety has been termed the most striking double in cultivation; the longer petals are pure cream-white with a golden ray down the center, interspersed with shorter petals of lemon and brilliant orange, giving a three-color effect; unsurpassed for the garden or the show bench. F.C.C. 1926. per 100, \$20.00
- 3b MATAPAN (Richardson) 1940 — A lovely quality show flower of medium size, with flat, very round, beautifully smooth, purest white perianth and a flat crown of intense crimson. Very early for this type of flower. Best flower Competitive Classes. R.H.S. in 1941. each, \$4.00
- 2b MELVA FELL (West & Fell) 1935 — Like Jean Hood but later flowering, more refined in form and not quite as tall. per 100, \$50.00
- 2a MERULA (de Graaff) 1930 — Very large flower. Perianth uniform soft yellow, cup widely expanded, soft orange. Nicely frilled and of great substance. A.M.H. 1932. per 100, \$24.00
- 10 MINIMUS, true — The smallest and dwarfiest of all Trumpet Daffodils, producing outdoors in February dainty little trumpet flowers of elegant form, rich full yellow, height 3 inches. It likes a peaty soil and may be naturalized in rock gardens or in grass, or grown in pots or pans for the Alpine house; no manure should be given. None to offer
- 1a MOONGLOW (O.B.F.) 1945 — One of our unusually attractive, uniformly sulphur-yellow colored trumpet daffodils. Good form and substance. As the flower develops the trumpet turns a pale ivory except at the rim which is laciniated and ruffled. each \$5.00
- 5a MOONSHINE (de Graaff) 1927 — A beautiful Triandrus hybrid, star-shaped creamy white flower, often 3 to a stem, drooping gracefully, very beautiful and a great favorite, especially for the rock garden or for naturalizing in the shade. A.M. 1930. per 100, \$7.20
- 1c MORAY (Brodie) 1938 — A large, pure white daffodil that resembles the old Tenedos but is a much better flower, larger, whiter and of greater substance. The perianth is rather star-shaped, the cup or trumpet is long and well-shaped. per 100, \$0.60
- 2b MORNINGSIDE (O.B.F.) 1950 — A late pink daffodil of charm. The perianth is rounded, white and almost flat. The small cup is apricot-yellow with an apricot-pink rim. The foliage is

OREGON BULB FARMS

GRESHAM, OREGON

- medium-wide, blue-green and erect. A very dainty flower, refined and elegant, though small. each, \$6.00
- 10 MOSCHATUS OF HAWORTH—The snowy white daffodil of the Spanish Pyrenees, a dainty little flower variable in size with drooping perianth. A gem to naturalize in grass and for the rock garden, delighting in partial shade and on grassy slopes facing north. It also makes a charming pot plant, height 6 inches. each, \$1.00
- 2b MOTHER LODGE (O.B.F.) 1946—Interesting flower with a broad, well over-lapping perianth that recurves slightly as the flower ages. The flat, expanded cup is orange with an edge of old gold. The overall impression of this plant is that it has a golden glow and we rated it highly for several seasons. each, \$3.00
- 4 MOULIN ROUGE (Backhouse) 1926—Very lovely double, long primrose petals shading to cream down the center, short petals deep yellow-orange, giving a tri-color effect; light citron-yellow overlapping perianth, orange cup freely frilled; very late. A.M. 1926. per 100, \$10.00
- 1c MOUNT HOOD (v. Deurs.)—Pure ivory white, overlapping perianth with large creamy white trumpet, heavily flanged and imbricated at mouth changing to pure white when fully in bloom. A.M.H. 1937. per 100, \$20.00
- 2b MOUNT LASSEN (O.B.F.) 1951—A tall, mid-season flower with a white, round perianth which has blunt points and cups forward. The cup opens a very pale pink but develops to apricot-pink with a buff rim, which is broad and nicely ruffled. each, \$6.00
- 3b MOUNT TACOMA (de Graaff) 1938—Star-shaped, creamy white perianth. Wide soft yellow cup with exquisitely frilled margin. A fine show flower. A.M.H. 1938. per 100, \$30.00
- 1c MOUNT WHITNEY (O.B.F.) 1951—A tall, late, white trumpet daffodil. The very broad and full perianth is slightly waved; the trumpet opens ivory but quickly develops into a pure white. Irregular ruffles at the mouth. Foliage is wide, blue-green and erect. Very nice and impressive. each, \$6.00
- 3b MR. JINKS (Brodie) 1930, A.M. (e) 1936—Fine short-cupped show variety, large glistening pure white circular perianth with rather flat red-edged crown. per 100, \$50.00
- 3a MRS. BARCLAY (Mooy) 1924—Large flower with flat, reflexed, broad-petaled overlapping perianth of pale primrose; deeply frilled flat cup of primrose-yellow, with dainty orange picotee; extremely showy, and a great favorite in the garden for exhibition. A.M. 1925. Forcing Certificate 1936. per 100, \$7.00
- 1c MRS. E. H. KRELAGE (Krelage) 1910—Really a pale bicolor, but changing to a uniform ivory white. Smooth waxy texture and good form. A.M. 1913, F.C.C. 1939. per 100, \$10.00
- 2b MRS. R. O. BACKHOUSE (Backhouse) 1923—This is the famous "pink daffodil"; fine informal perianth of ivory white, and beautifully proportioned, slim long trumpet, apricot pink, changing to shell pink at the deeply fringed edge, delicately beautiful but of exceptional substance; long lasting; early; belongs in every collection. A.M. 1923. per 100, \$15.00
- 4 MRS. WM. COPELAND (Copeland) 1930—Nicely formed flower in two delicate shades of sulphur white. Very graceful and in our opinion the finest of this type of double daffodils. A.M.H. 1940, A.M. (g) 1949, F.C.C 1949. each, \$2.00
- 3b MYSTIC (Wilson) 1923—A beautiful flower of great refinement, large broad perianth of a creamy white, large flat white crown with a narrow rim of soft clear pinkish orange shading to cool apple green in center, strong grower. A.M. 1928. per 100, \$16.00
- 2b NAIROBI (Rich.) 1945—Most striking, large flower, with immensely thick smooth rounded white perianth of grand quality and a large, expanded much frilled cup of intense solid orange-red. Has won several First Prizes in Single Bloom classes. each, \$5.00
- 3b MRS. NETTE O'MELVENY (Backhouse) 1928—Surely the "little people" must have been abroad frolicking in the moonlight, when this fairy flower was born; a dancing daffodil with pure white perianth and cup of clear lemon-yellow, with orange picotee; splendid foliage, tall, graceful stem and good neck; in every way a delightful flower and sure to become immensely popular. per 100, \$6.00
- 1c NILKANTA (Wil., G.L.) 1941—A stately and imposing large pure white trumpet of smooth quality. Very broad perianth of heavy substance standing at right angles to the long slender neatly flanged trumpet—a most striking and pretty flower, fine both for show and in the garden. each, \$3.00
- 2b NISSA (Brodie) 1923—A most beautiful variety of great substance; smooth flat overlapping pure white perianth and large bright lemon crown neatly flanged at brim; perfect show flower and charming garden plant. A.M. 1928. per 100, \$12.00
- 2b NOVA SCOTIA (Backhouse) A.M.H. 1932—Very large flat golden-yellow cup with heavily fringed deep orange margin, perianth creamy white. per 100, \$6.00
- 10 ODORUS CAMPERNELLII, true (Campernellii Jonquil)—Elegant rush-like foliage and clusters of bright yellow fragrant flowers with open deeply lobed cup, height 18 inches; valuable for border decoration and early forcing. per 100, \$5.00

	<i>Division</i>		<i>Division</i>		<i>Division</i>
KEY	1 Trumpet Daffodils	3 Short-Cupped Daffodils	6 Cyclamineus Hybrids		
	a) yellow	a) yellow, cup colored	a) large-cupped		
	b) bicolor	b) white, cup colored	b) short-cupped		
	c) white	c) white, cup white	7 Jonquilla Hybrids		
	d) others	d) others	a) large-cupped		
	2 Large-Cupped Daffodils	4 Doubles	b) short-cupped		
	a) yellow, cup colored	5 Triandrus Hybrids	8 Tazetta (Bunch-flowered)		
	b) white, cup colored	a) large-cupped	9 Poeticus		
	c) white, cup white	b) short-cupped	10 Species and wild forms		
	d) others		11 All others		

- 10 ODORUS CAMPERNELLII PLENUS — The tall double Campernellii Jonquil, a very charming variety, bearing on tall graceful stems heads of fragrant double yellow flowers of elegant form, height 15 inches. It makes an attractive pot and border plant, and will bear gentle forcing. per 100, \$6.00
- 3b ORAN (Rich.) 1945 — A very perfect Barrii of good size, with very round, flat, snowy white perianth of remarkably thick, waxy texture and a medium-sized almost flat crown of pale citron with a broad sharply defined margin of bright orange-red. Ideal show flower, very strong tall plant. each, \$2.00
- 8 ORANGE CUP (Trempe) 1916 — Yellow perianth, cup orange-red, nicely frilled. per 100, \$6.00
- 7b ORANGE QUEEN (Goodwin) 1908 — A very striking variety, 2 to 3 flowers on a stem, color intense, golden-orange, cup prettily fluted. Delightful jonquil fragrance. The flowers are produced in the greatest profusion on wiry stems about level with the tops of the strong but not coarse foliage; truly a daffodil for every garden and the gayest of the lot, large or small, for cutting, display or exhibiting. per 100, \$6.00
- 2b ORGANDY (O.B.F.) 1950 — A late pink with a full, rounded, fairly flat perianth with nicely and evenly overlapping segments of good substance. The cup is broad with a slight flare, creamy yellow with a rosy peach, irregular rim. Attractive plant. each, \$2.00
- 1a ORIOLE (O.B.F.) 1950 — A very gay, uniformly primrose-yellow trumpet daffodil, large and of medium height. The trumpet is flanged cut and waved along the rim; the interior becomes lighter as the flower ages. A daffodil of distinction. each, \$4.00
- 3b ORTONA (Rich.) 1945 — A large and very striking Barrii with very broad flat pure white perianth of good quality and substance, very slightly pointed at the tips. The large, almost flat crown is intense deep orange-red with a green center. each, \$2.00
- 1d PALOMAR (O.B.F.) 1951 — A very tall, sulphur-colored trumpet daffodil. The flower opens a smooth sulphur-yellow and the trumpet turns white as it develops, with a sulphur edge; the perianth remains yellow. This one was rated highly by us for several seasons; we recommend it. each, \$8.00
- 3b PANAMINT (O.B.F.) 1951 — A tall, late short-cupped daffodil that has unusually good substance in its flat, round perianth which opens green and then turns to a cool ivory shade. The crown is heavily frilled and doubled at the edge and ruffled; bright yellow with an edge of orange. Foliage is narrow and erect. This is a seedling of GLAD BOY and JOHN EVELYN, a plant of character. each, \$5.00
- 2b PEACHES AND CREAM (O.B.F.) 1950 — A very free-flowering, attractive plant. The perianth is flat, white, well-pointed and of good substance. The cup is small with but a slight flare to it. Pale peach with deeper peach-pink ruffles. The foliage is tall, heavy and deep green. Short neck and good form make this a fine garden plant. each, \$4.00
- 1a PEER GYNT (O.B.F.) 1946 — A tall, large flower with a pale sulphur-yellow perianth. The medium yellow trumpet fades to match the perianth. Flowers unusually long lasting and durable. We can perhaps best describe this as a fine lemon-yellow King Alfred, a clean and gay plant. each, \$8.00
- 2b PINKEEN (Guy L. Wilson) 1931 — A perfectly symmetrical flower with very smooth flat overlapping clean-cut white perianth of exceptional substance. Cup flushed warm peachy pink when fully developed. Tall and free flowering. per 100, \$25.00
- 4 PINK CLOUD (O.B.F.) 1950 — The first of the pink doubles, this is a rather short, well-formed flower with loosely arranged mixed apricot-pink and white petals. We know that this is not going to be a world-famous variety but it has charm and seems to grow well. each, \$12.00
- 2b PINK DIAMOND (O.B.F.) 1946 — Outstanding among all our pink seedlings for its clean, gay appearance. The perianth is waved, well rounded, ivory-white of good substance; the trumpet opens a pale yellow with a heavily frilled and folded broad rim of pure pink. Medium-wide, blue-green foliage. Grows well and looks up. A fine novelty. each, \$10.00
- 2b PINK DRESDEN (O.B.F.) 1951 — A free-flowering, tall and sturdy daffodil of the TUNIS type. The perianth is white and semi-full; the cup is broad and has a faint pink blush in the throat and a broad apricot-pink band around the rim. The foliage is broad and erect. each, \$10.00

OREGON BULB FARMS

GRESHAM, OREGON

- 2b PINK WRAITH (O.B.F.) 1945—A white, substantial, round and forward-cup perianth contrasts nicely with the broad and flared ivory cup that has a distinct pink, slightly ruffled rim. A late flower of charm. each, \$5.00
- 2b POLAR STAR (O.B.F.) 1946—A late, tall very pretty and gay flower. The perianth is white, star-shaped, flat and substantial. The trumpet is of the TUNIS type, opens yellow and develops to white with a golden rim. The foliage is heavy, blue-green and erect. This is a good grower and a fine show daffodil. each, \$4.00
- 2b POLINDRA (P. D. Williams) 1927—A glorious Bicolor Incomparabilis with broad flat pure white perianth of great substance and smoothest texture, large well-finished clear yellow crown. A very large flower carried on a stem over 2 feet tall. Valuable for breeding. A.M. 1937, F.C.C. 1938. per 100, \$25.00
- 3b POMONA (de Graaff) 1926, A.M. 1936—Pure white wax-like perianth, petals overlap so that they form a complete circle. Flat, citron-yellow cup, flushed apricot with small orange margin. When fully opened, cup changes from apricot to green while the orange margin deepens and lends a unique beauty to flower. per 100, \$24.00
- 2b PROMISSO (Alister Clark) 1945—Very tall, well proportioned, the earliest good pink daffodil to flower for us. each, \$3.00
- 1b QUEEN OF BICOLORS (Dutch) 1940—Large, bold, golden yellow trumpet; perianth creamy white, stained yellow at base. per 100, \$16.00
- 2a RAVEN RED (O.B.F.) 1945—A late flower of the general appearance of CARBINEER but brighter in coloring. The perianth turns a deep cream and the wide-spread cup remains orange, edged orange-red. each, \$4.00
- 10 RECURVUS (Old Pheasant's Eye)—Perianth pure white and reflexing eye margined deep orange-red, very fragrant; a favorite old variety. per 100, \$5.50
- 2b RED BIRD (de Graaff) 1934, A.M.H. 1936, F.C.C. 1938—Leading variety among recent introductions, the well-rounded, overlapping petals are of a fine white solid texture in sharp contrast to the fiery orange-scarlet cup. per 100, \$20.00
- 2b REWA (Lower) 1928—Beautiful seedling from Bernardino x Fortune. Coloring resembles Bernardino, form resembles Fortune. Perianth is pure white, much overlapping, and perfectly flat, crown is large and a bright pinkish apricot. A.M. 1931, A.M. (g) 1946. per 100, \$30.00
- 3a RIDEAU HALL (Lubbe) 1939—Round, ivory perianth with yellow centered, cherry-red cup. Very late, free-flowering. each, \$1.00
- 4 RIOTOUS (O.B.F.) 1946—An early, tall and very large semi-double of good form. The darker yellow center is interspersed with petals of the sulphur-yellow perianth color. Short neck and good carriage. The foliage is wide, blue-green and erect. A fine double daffodil. each, \$4.00
- 1c ROMAINE (de Graaff) 1938—Very large, pure white, wide-open imbricated trumpet, most artistic and refined, extra novelty. A.M.H. 1939. per 100, \$24.00
- 2b ROMAN CANDLE (O.B.F.) 1950—A grand pink daffodil with a well-rounded white perianth that cups slightly forward. The trumpet is broad and fully flared and ruffled. Opens apricot-pink but intensifies as the flower develops to a uniform rich pink, fading at the very last to a soft shell pink. Broad, erect, deep blue-green foliage. Tall and vigorous, this is one of the best in our trials. each, \$10.00
- 3a ROMAN STAR (Backhouse-de Graaff) 1929, A.M.H. 1939—Cream-yellow, Poeticus-like perianth, glowing red cup. per 100, \$10.00
- 1c ROSABELLA (de Graaff) 1930—Fine informal perianth of creamy white; slightly flaring and nicely frilled apricot-pink trumpet. A most refined and welcome addition to the small group of "pink daffodils." A.M.H. 1930. per 100, \$40.00
- 2b ROSEGARLAND (Richardson) 1941—A large flower, having broad pure white perianth and shallow, roughly frilled bowl-shaped crown, pale primrose, strongly flushed and margined clear rosy shell-pink. Very tall and vigorous. A flower of great charm for cutting. each, \$0.60
- 2b ROSE OF TRALEE (Richardson) 1937—One of the best colored of a group of pink seedlings raised from White Sentinel. Flower of beautiful form and quality, having pure white perianth pointed out at the tips; long crown nicely flanged at the mouth, of rosy-apricot-pink right down to the base. each, \$0.80
- 2a ROSSMORE (Rich.) 1945—A very bright early flower; smooth flat rounded bright yellow perianth and a goblet-shaped cup of intense deep orange-red. each, \$2.00
- 1c ROSY TRUMPET (Back.) 1928—Star-shaped perianth, trumpet is a deep, satin-rose. per 100, \$30.00
- 2a ROUGE (Wil., G.L.) 1936—A striking novel and distinct "break" in narcissus coloring; the widespread perianth is yellow overlaid with pinkish buff tones. The expanding cup is of a deep, rather brilliant orange-red. This variety invariably elicits much comment at shows and since it is early, vigorous and blooms and increases freely it may well be a good market flower of the future. each, \$0.40
- 1c ROXANE (van Tub.)—A large creamy white trumpet with round overlapping, pure white perianth. A.M.H. 1926, F.C.C.H. 1930. per 100, \$12.00

KEY	Division	Division	Division
	1 Trumpet Daffodils	3 Short-Cupped Daffodils	6 Cyclamineus Hybrids
	a) yellow	a) yellow, cup colored	a) large-cupped
	b) bicolor	b) white, cup colored	b) short-cupped
	c) white	c) white, cup white	7 Jonquilla Hybrids
	d) others	d) others	a) large-cupped
	2 Large-Cupped Daffodils	4 Doubles	b) short-cupped
	a) yellow, cup colored	5 Triandrus Hybrids	8 Tazetta (Bunch-flowered)
	b) white, cup colored	a) large-cupped	9 Poeticus
	c) white, cup white	b) short-cupped	10 Species and wild forms
	d) others		11 All others

- 4 ROYAL SOVEREIGN (Copeland) 1908—Valuable addition to the Twink group of semi-doubles, most graceful of all in form, and the most charming, if not the most striking, in coloring; creamy white interspersed with crinkled and frilled trumpet petals of primrose-yellow, shading to pale primrose as the flower develops; a daffodil appealing to every flower lover's fancy. A.M. (e) 1914. per 100, \$10.00
- 2a RUSTOM PASHA (Miss Evelyn) 1930 — A large flower with most intense color, absolutely sunproof. The large perianth is deep golden yellow, and the rather long crown, deepest solid orange-red. A.M.H. 1943. per 100, \$30.00
- 8 ST. AGNES (P. D. Williams) 1926 — Fine Poetaz with very flat, well rounded perianth and flat orange-red crown. Two or more flowers per stem. Sturdy grower and prolific. A.M.H. 1930, F.C.C.H. 1932. per 100, \$7.00
- 2a ST. EGWIN (Williams) 1927—Perfect quality, uniform soft yellow throughout, perianth segments overlapping, great substance. F.C.C. 1936. per 100, \$12.00
- 2a ST. ISSEY (P. D. Williams) 1927—A magnificent yellow Incomparabilis of great quality, with unusually round, overlapping smooth perianth and a rather straight crown, nicely serrated at the mouth. A.M. (e) 1938. each, \$0.80
- 1c ST. MARY (Wilson) 1945—An exquisite pure ice white trumpet of utmost refinement, perfection of proportion, beauty of form and quality of texture. Broad perianth of fine substance and lovely somewhat slender but graceful bell-flanged trumpet, green rather than yellow shading at the base of the flower. each, \$4.00
- 2b SAN MARINO (O.B.F.) 1951—A late, small but attractively formed daffodil with a flat, round perianth of good substance and a broad, flared and heavily ruffled cup of a pale creamy pink that is suffused and edged with soft rose. Nice garden plant. each, \$4.00
- 1c SCAPA (Brodie) 1933, A.M. (e) 1939—A very fine white trumpet daffodil of wonderful quality and large size, with broad, flat overlapping perianth of beautiful waxy substance and a large trumpet, nicely expanded and rolled back at the mouth. The whole flower is uniform pure white throughout and the plant is most effective in the garden or the show bench. each, \$3.00
- 2a SCARLET ELEGANCE (Will., P.D.) 1938, F.A.H. 1939—A really graceful, rather informal, daffodil with pointed, slightly twisted golden yellow petals and a vivid orange-red, expanded and fluted cup. By no means a show flower of classical proportions, it is just the same a handsome daffodil for cutting and since it is very free-flowering a good garden plant. per 100, \$10.00
- 2a SCARLET LEADER (deGraaff) 1933 — One of the most sensational flowers of recent years. Vivid red, well expanded cup and pure white, overlapping perianth. Excellent show flower, good sturdy plant. A.M.H. 1931, F.C.C.H. 1938. per 100, \$30.00
- 2a SHANTUNG (O.B.F.) 1950—A buff-yellow self-color with a pointed, nicely shaped perianth. The delicately flanged trumpet pales to near-white, with hints of pink reflections within. each, \$4.00
- 2b SHIRLEY WYNESS (West & Fell) 1935 — Well formed white perianth and light lemon-yellow crown with a heavily frilled border which turns pink a few days after opening. The stems are tall and stiff, the plant is very free-flowering and while the proportions are not perfect we have used it successfully in breeding and have found that it transmits the pink frill to its offspring. each, \$0.50
- 5a SHOT SILK (deGraaff) 1931—A charming triandrus hybrid, three flowers to a stem. Perianth and cup uniform creamy white, slightly star-shaped, long and narrow cup. This is undoubtedly the most graceful little daffodil in this class and will appeal to all lovers of the smaller types. A.M.H. 1933. per 100, \$10.00
- 3b SIERRA GLOW (O.B.F.) 1950—A tall, late, large flower with a pure white, well-rounded perianth of exceptional substance. The evenly tapered cup is deep yellow, tending towards orange at the rim. The foliage is broad, blue-green and laxly erect. This is a daffodil of classical show type that has great appeal. each, \$4.00
- 1b SILVANITE (deGraaff) 1930—A striking new variety with broad overlapping perianth of creamy white, and light canary trumpet; strong grower, but graceful in habit. per 100, \$40.00
- 5b SILVER CHIMES (Martin) 1916 — One of the prettiest of the small-cupped Triandrus hybrids, being a cross of Triandrus calathinus and Poly-

OREGON BULB FARMS

GRESHAM, OREGON

- anthus Grand Monarque; frequently produces heads of six or more flowers with pure white perianth and delicate pale primrose cup; an ideal and most beautiful plant to grow in pots in a cool greenhouse. Not perfectly hardy. A.M. 1922. per 100, \$12.00
- 3c SILVER SALVER (Brodie) 1922—Purest white perianth and cup, perfectly overlapping perianth, cup very flat, glistening snow-white with a touch of cool emerald green in the center. Lovely, refined and good grower. A.M. (e) 1922, A.M.H. 1925. per 100, \$30.00
- 2b SILVER STAR (Backhouse) 1927 — Perfect broad-petaled star-shaped perianth of pure cream-white, with finely proportioned, wide-mouthed trumpet of primrose, changing to cream-white, just a shade deeper than the perianth; extra fine, and free flowering, very fragrant. per 100, \$7.00
- 1c SILVERINE (O.B.F.) 1946—Extremely early, tall, and large daffodil that flowers here with *February Gold*. Nicely flared, ruffled trumpet that opens a soft yellow but turns white when flower develops. The perianth has broad segments, well overlapping and of good substance. The slender stem carries the well-proportioned flower nicely and we believe that SILVERINE is a show daffodil with a future. each, \$4.00
- 2a SIR WATKIN (Backhouse 1884) — Perianth sulphur, cup yellow, tinged orange. F.C.C. 1884. per 100, \$6.00
- 4 SNOW SPRITE (Barr) 1913—A double Leed-sii; flowers borne on tall stems; pure white, interspersed with very light lemon; a novelty and a good florist's flower; extremely late, A.M.H. 1926. per 100, \$10.00
- 2b SONNICA (deGraaff) 1943 — One of the latest Dutch novelties, first shown during the war years. Pure white, well rounded and overlapping perianth, large, flat orange-red crown. Fine exhibition-type plant with good texture. A.M.H. 1943. each, \$1.20
- 2b SOUTH PACIFIC (O.B.F.) 1950—An extremely early and good daffodil. The perianth is a perfect star and has great substance; the cup, of the SILVER STAR type is a soft, even yellow. Among great competition this one stood out with distinction; we recommend it. each, \$4.00
- 2a SPARKLE (O.B.F.) 1950—A late-flowering, attractive daffodil with a flat, smooth and substantial sulphur-yellow perianth and a flat, expanded cup that is almost one inch and a half in diameter, ruffled and frilled and of a good deep yellow color, shot through and edged with red. each, \$4.00
- 1b SPRING GLORY (deGroot) 1914—Still a favorite both for the garden and for forcing; pure yellow trumpet, white perianth, excellent stem, and always free blooming. per 100, \$10.00
- 2b SPRING MAID (O.B.F.) 1950—Attractive little flower with a cool, greenish-white perianth that is nicely pointed and flat. The cup is short, slightly fluted and ruffled, opens yellow and turns to a nice light pink with dark rose-pink edge. each, \$5.00
- 3a STARBRIGHT (O.B.F.) 1950—A late, striking daffodil with a large round Poeticus-white perianth. The cup is large and fairly flat, of a deep orange-yellow color with vermilion rim. each, \$8.00
- 2c STATELINESS (Wilson) 1923—A very tall, distinguished-looking flower of largest size, having very large, wide-spread, star-shaped, even, waxy white perianth of smooth texture and much substance; a well-proportioned crown of pale, warm, peachy yellow, fading almost to cream; a big striking flower, late. per 100, \$50.00
- 1a STATENDAM (deGraaff) 1929—Extremely large golden yellow trumpet daffodil of superb yet graceful proportions. Massive overlapping deep golden yellow perianth, large flaring, well formed trumpet. Very vigorous grower. A.M.H. 1929. per 100, \$16.00
- 5a STOKE (Will., P.D.) 1934—A most attractive long-cupped triandrus hybrid, very free-flowering and prolific. The small cups are of a soft creamy white, the perianth which is made up out of rather pointed segments is pure white. Fine subject for flower arrangements and for the garden. per 100, \$20.00
- 1a SUCCESSOR (deGraaff) 1943—A very late, deep golden yellow daffodil with remarkably good texture. Exceptional for late forcing in pans or for garden use where its late flowering is an added attraction. per 100, \$6.50
- 2b SUDA (Brodie) 1927—A most beautiful show flower of fine substance, pure white perianth and well-formed bell-shaped trumpet of a pale amber-rose color, very refined, height 8 inches. A.M. 1927. per 100, \$30.00
- 4 SUNBURST (O.B.F.) 1951—A very tall, very large and very vigorous double. This really huge peony-type flower is well poised on its very tall stem and yet will stand rain and wind well. The pale sulphur-yellow guard petals have a center of darkest, richest yellow and sulphur petals intermingled. The foliage too is large, blue-green and very erect. Undoubtedly the largest double yet raised. each, \$10.00
- 2b SUNNYBROOK (deGraaff) 1938 — Another grand John Evelyn seedling. Perianth of great substance, pure white and well overlapping. Cup very heavily frilled and fringed, deep orange-red. A.M.H. 1938. each, \$1.50
- 4 SWANSDOWN (Brodie) 1937 — The most striking novelty in this group. A very beautiful double with large milk white flowers of fine substance. The petals are exceptionally broad and form a perfect saucer as a background for

KEY	Division	Division	Division
	1 Trumpet Daffodils	3 Short-Cupped Daffodils	6 Cyclamineus Hybrids
	a) yellow	a) yellow, cup colored	a) large-cupped
	b) bicolor	b) white, cup colored	b) short-cupped
	c) white	c) white, cup white	7 Jonquilla Hybrids
	d) others	d) others	a) large-cupped
	2 Large-Cupped Daffodils	4 Doubles	b) short-cupped
	a) yellow, cup colored	5 Triandrus Hybrids	8 Tazetta (Bunch-flowered)
	b) white, cup colored	a) large-cupped	9 Poeticus
	c) white, cup white	b) short-cupped	10 Species and wild forms
	d) others		11 All others

- the white feathery looking inner petals. Carried on a stiff stem and short necked. This flower will doubtless have a great market value, P.C. (e) 1940. each, \$5.00
- 2b SWEET TALK (O.B.F.) 1950—A tall, very late pink daffodil. The pure white perianth is of good form and substantial; the cup is a pure white with a dark pink crisply fluted edge. A magnificent show flower and ideal for flower arrangements. each, \$10.00
- 2a TANGEE (O.B.F.) 1945—Early, tall and large with heavy foliage. The broad petaled, flat, substantial, golden yellow perianth makes a fine background for the two-inches-in-diameter, flat, expanded cup of ivory white with a striking crimson edge. each, \$4.00
- 1b TEMPTRESS (O.B.F.) 1946—This can best be described as an early, clean-looking bicolor King Alfred. The tall stem carries the flower well and a short neck. The white perianth is flat and smooth, the bright yellow trumpet is fluted and has a nicely rolled rim. Long lasting and vigorous. each, \$4.00
- 4 TEXAS (Backhouse) 1927 — Taller growing and of better form than Indian Chief; pale yellow interspersed with brilliant orange, A.M.H. 1927, F.A.H. 1936, F.C.F.A.H. 1938. per 100, \$16.00
- 5a THALIA (van Waveren) 1926—Two or three lovely pure white flowers per stem, 2 inches or more across, making a beautiful cluster. Very suitable for the rock garden or for forcing. per 100, \$8.00
- 5a TIARA (O.B.F.) 1946 — A lovely, sparkling white *N. triandrus* hybrid. The two to five flowers per stem have flat, well pointed perianths and medium-long, bell-shaped, smooth cups. The flowers are bigger than those of THALIA and the plant is most graceful and attractive. each, \$10.00
- 2b TIDBIT (O.B.F.) 1946—A very lovely, late, little pink daffodil. The perianth is cupped forward and of a fine pure white; the trumpet is long, smooth and has a nice taper. Ivory at the base turning to peach at the mouth. A graceful little garden plant, fine too for cutting. each, \$6.00
- 3c TINY TIM (O.B.F.) 1946 — A short-cupped pink that is very nice. The white, starry perianth has good substance; the cup is white and fluted with a broad shell-pink rim. Small and good. each, \$5.00
- 2a TONKIN (O.B.F.) 1951 — A curious daffodil that has a very substantial, thick-fleshed perianth of a bamboo-tan color. The cup is very large and expanded to almost the size of the perianth. Color is orange with darker rim; heavy blue-green foliage. each, \$10.00
- 3b TONTO (O.B.F.) 1950—A Poeticus-white perianth that is smooth and rounded and a fiery orange-vermilion, very heavily frilled and fringed cup make this an outstanding show daffodil. Broad foliage and a vigorous grower. We recommend this one. each, \$5.00
- 7b TREVITHIAN (Williams) 1927—One of the best of the short-crowned Hybrid Jonquils raised by the late P. D. Williams; an extremely fine free-flowering garden plant producing two or more sweetly scented flowers on a stem; broad overlapping perianth of smooth texture and shallow crown, of a pale self lemon-yellow throughout. F.C.C. 1936, F.A.H. 1938. per 100, \$6.00
- 10 TRIANDRUS ALBUS — The dainty little "Angel's tears" daffodils were found by the late Mr. Peter Barr in the mountains of Spain and Portugal, growing in very hard, firm gritty soil, sometimes in the narrowest fissures of granite slate-stone rocks. They make beautiful pot-plants and do very well in the rock garden where they form a picture of grace and beauty. They prefer shade, a gritty soil and a well-drained position; no manure should be given. per 100, \$20.00
- 10 TRIANDRUS CALATHINUS—One of the most beautiful little daffodils in existence. The flowers, which are produced in drooping clusters of two or three, are snowy-white, and more than twice the size of *Triandrus Albus*, with long goblet-shaped crown prettily fluted; the foliage has a curious habit of curling over, height 7 inches. For pots and the rock garden it is a perfect gem. This beautiful little daffodil thrives best in a mixture of leaf-mould, heath soil and coarse sand, with just a little bone flour added; no other manure should be given. The late Mr. Peter Barr collected this rare daffodil some years ago on one of the sea-swept Glenan Isles (off Brittany). Unfortunately it is no longer found there, the sea having washed away all trace of this little species. It is, however, readily raised from seed. per 100, \$30.00

OREGON BULB FARMS

GRESHAM, OREGON

- 10 TRIANDRUS CONCOLOR (true) — Bearing clusters of dainty fragrant flowers of similar form to Triandrus Albus, but of a uniform soft creamy yellow, a very rare and beautiful little daffodil, height 7 inches. per 100, \$50.00
- 10 TRIANDRUS PULCHELLUS—A very beautiful little variety with elegant clusters of flowers with primrose perianth and creamy white cup, height 9 inches. per 100, \$50.00
- 1b TROUSSEAU (P. D. Williams) 1934—An exquisite Bicolor trumpet of superb quality and finish; perfect form, great substance and satiny texture. Very broad smooth flat pure white perianth, and well proportioned straight neatly flanged trumpet which opens soft yellow and passes gradually to a most lovely rich buff rosy cream, entrancingly rich and delicate in effect. The large flowers, which are exceptionally durable, are perfectly posed on strong stems. Vigorous plant with blue-green foliage. A.M., (e) 1945, F.C.C. (e) 1947. each, \$3.00
- 2b TUNIS (P. D. Williams) 1927—A large tall robust growing "Leedsii" of most distinct character and great lasting substance; broad waved white perianth and large bold ivory crown with handsome flanged and serrated brim, retaining a remarkable flush of pale coppery gold at the edge. Wisley Trials. A.M. (g) 1928, F.C.C. (g) 1936, F.A.H. 1937. per 100, \$8.00
- 4 TWINK (deGraaff) 1927—Perhaps one of the most promising daffodils we have introduced. It is a double of the semi-full type, the petals alternating a soft primrose and clear orange, and so arranged as to give the flower a most attractive appearance and to make it a most adaptable flower for large scale decorative work. Twink forces as easily as Golden Spur, but also flowers very early in the field, is very free-flowering and hardy and we sincerely believe that, as soon as the stocks become larger, this variety will be used by every commercial grower. In the meantime it is a most splendid showflower and has created much interest whenever shown. A.M. 1926. per 100, \$7.00
- 1a UNSURPASSABLE (Lubbe) 1929 — F.C.C.H. 1926. In our tests this variety stood out as one of the best of the new Dutch yellow trumpets. Golden yellow throughout, the flower has noble proportions, good size, stature and build. Definitely a showflower and also a good one for the commercial grower as it forces well and early. per 100, \$16.00
- 2b VIOTTA (deGraaff) 1944—An enormous flower with sulphury white, star-shaped perianth and beautifully frilled, wide open trumpet. This flower may not be to everybody's taste but it is sure to attract attention at any show because of its enormous size and fine proportions. each, \$1.00
- 2b VOLTURNO (Rich.) 1945 — A striking large Barrii with broad, smooth, flat pure white perianth of fine substance and a large saucer-shaped deep yellow crown, heavily banded and suffused with bright orange-red, nicely frilled at edge. each, \$2.00
- 1b WESTERN STAR (O.B.F.) 1950—A rather late Bicolor of most exceptional keeping quality, tall and with flowers that measure more than four inches in diameter. The broad-petaled, off-white, flat and star-shaped perianth is stained yellow around the base of the deepest, intense golden yellow trumpet, providing a most striking and vivid contrast. The trumpet does not fade or burn even in the hot sun. Bulbs are smooth and of fine appearance and apparently this Bicolor is immune to basal rot. We have only a few bulbs to spare and consider this one the best of the many Bicolor types we have raised so far. each, \$12.00
- 2c WHITE SHADOWS (O.B.F.) 1950 — A tall, early-flowering flower. The perianth is buff colored when first open but fades to white; the trumpet is of an odd buff coloring. Good foliage and a fine garden plant of unusual appearance. each, \$4.00
- 2b WILD ROSE (Brodie) 1937—A most attractive and striking flower and a real advance in pink coloring as the cup is a definite solid rosy pink to the base. The petals are a rather transparent pure white. P.C. 1946. each, \$1.20
- 4 WINDBLOWN (O.B.F.) 1946—A lovely, free-flowering double with a pure white perianth and a center of loosely knit, ruffled petals of white and butter yellow intermingled. A good grower and a most attractive plant with flowers almost five inches across. each, \$4.00
- 4 WINDSWEPT (O.B.F.) 1950 — A late double with sulphur-yellow perianth and a center of light and darker yellow petals. Strong stems and short necks make this a good garden plant. each, \$4.00
- 2c WINKIE (O.B.F.) 1950—As if the names of BINKIE and DINKIE were not enough, someone had to come along and name this one WINKIE. It is a tall flower with a substantial white perianth and a broad cup that is daintily ruffled at the rim. The cup opens a creamy yellow and turns white with a strong flush of pink on the inside. each, \$4.00
- 8 WINTER PRIDE (Mooy) 1931—A.M.H. 1930, F.A.H. 1931. One of the new Poetaz varieties and an outstanding forcer. Petals well rounded and overlapping, cups golden yellow; this variety stands out for its size, the number of flowers and its strong stems and foliage. per 100, \$7.00

- 2a **YELLOW POPPY** (Cartwright & Goodwin) 1914—Well-formed flowers with overlapping primrose-yellow perianth and expanded shallow cup, bright yellow, edged orange, height 20 inches. Excellent for forcing and unsurpassed for naturalizing. Highly commended R.H.S. trials in Wisley, 1936, A.M. (g) 1947.

100, \$8.00

- 2c **ZERO** (Guy L. Wilson) 1935 — A glorious flower measuring up to 5½ inches in diameter. Very large broad flat widespread perianth; the beautiful vase-shaped crown has a slightly ex-

panding bell mouth; purest icy white throughout, with lovely deep green perianth tube; tall strong stem and short neck. each, \$3.00

- 2b **ZIRCON** (O.B.F.) 1945—Ever since we selected this one, visitors to our trials have admired it. It is a very tall, large (five inches across) flower with a pure white, flat, well-rounded perianth of very good substance. The large cup is of a pure golden yellow, very flaring, ruffled and holds its color well. The foliage is very broad, blue-green and erect. The general impression this flower gives is one of a well-proportioned giant; striking novelty. each, \$10.00

SEEDLING MIXTURE

From several acres of daffodil hybrids we select annually not more than thirty or forty plants for further propagation as clones. The remainder we offer as a special seedling mixture. This mixture contains all possible types and combinations that

can be achieved. Many of our new pink Leedsii, as well as a large group of Triandrus hybrids, are in this mixture. For garden decoration or for cutting this mixture is unsurpassed. Only limited quantities available. per 1000, \$70.00

FLOWER BORDER MIXTURE

This mixture is made up from named varieties, especially selected to give an abundant supply of flowers over a very long period. Only varieties that are adapted to naturalizing are selected. We grow several acres of this mixture and add to it, each year, the named varieties that we have tried out and that

were found to be not sufficiently outstanding for continued propagation. There are well over a hundred different varieties in this mixture and it should not be confused with the cheap mixtures of old varieties that are frequently offered by other growers. per 1000, \$60.00

RAISERS WHOSE NAMES APPEAR FREQUENTLY IN THIS LIST

BACKHOUSE

Mrs. R. O. Backhouse, born 1857, died 1921. Raised daffodils at Sutton Court, Hereford, 1888-1921.

BARR

Barr & Sons, King Street, Covent Garden, London. Commenced raising daffodils in 1863.

BRODIE

The Brodie of Brodie, Brodie Castle, Fores. Commenced raising daffodils in 1898.

DE GRAAFF

de Graaff Bros., Ltd., Noordwyk, Holland. Commenced raising daffodils in 1872.

ENGLEHEART

Rev. George Herbert Engleheart, Salisbury. Commenced raising daffodils about 1882.

RICHARDSON

J. Lionel Richardson, Prospect House, Waterford, Ireland. Commenced raising daffodils in 1911.

O. B. F.

Oregon Bulb Farms, Jan de Graaff. Commenced raising daffodils 1924.

P. D. WILLIAMS

Percival D. Williams, Cornwall. Commenced raising daffodils in 1895.

G. L. WILSON

Guy L. Wilson, Broughshane, Co. Antrim. Commenced raising daffodils 1906.

Report on LILIES — 1953

Looking back over the past lily-flowering season I find that without doubt the greatest advance was in good yellow hybrids of almost every type of lily we raise. The season opened with a beautiful stand of *L. Golden Chalice* Hybrids flowering on our mountain isolation farm. Coming almost one hundred percent true from seed, this lovely strain seems to have caught the fancy of the gardeners of our country. As wholesale growers we do not often hear of successes with our bulbs, but on this one item many complimentary reports have reached us.

Then, no sooner had these golden yellow, upright lilies flowered, than we had the great satisfaction of seeing once more our new lemon-yellow Mid-Century Hybrids in their full glory. Prosperity, Felicity and Destiny, the three clones we have named, are lilies of distinction. They are hardy, of easy culture, tall and graceful and they have that hard-to-get color, a pale lemon-chartreuse-yellow that lights up the garden. These lovely lilies were soon followed by other types—the yellow Fiesta Hybrids with pendant flowers and by the yellow star-shaped uprights that we intend to classify among our Hollywood Hybrids. Eventually, the best among all these lilies will be named and, in a year or two, we shall introduce them commercially.

When these later-flowering yellows disappeared from the scene, the new batch of Aurelian Hybrids came into flower—to surprise us with a really glorious group of lemon and golden yellows. Again, this group is as yet too new for naming and commercial introduction. We offer a few of them that are a giant form of what we used to call *L. Henry citrinum*. These will be found in our current catalog among the Aurelian lilies—“Sunburst Type”—lemon-yellow selections. The others, which vary in shape from the true recurved Henryi type, in colors that range from pure white to deepest reddish orange, to the large star-shaped flowers, to the bowl-shaped ones, and finally, to the true trumpet forms, all in similar colors, are of such overpowering beauty and of such richness of form and color that they dazzled all of us. The five hundred most beautiful among them were carefully lifted, scaled and will be perpetuated as clones, for further study and observation. The others we simply left in the ground in order to study them again next year. If late spring frosts—always a danger here among the foothills of Mount Hood—should not hurt the buds, then, next season this field of several acres should be one of the outstanding sights in American horticulture.

Before I leave the subject of yellow lilies, I should mention some exceedingly fine pure golden yellow non-bleaching trumpet lilies of the true Regal type. We have a number of them now, enough to produce a true-breeding strain. The day is not far off when such golden Regals can be supplied at a comparatively low cost.

Pink is the other color that has given us considerable concern, pleasure and surprises. As we all know, the demand for pink lilies far exceeds the supply. We know too that every breeder and dealer, as well as every customer, puts a different interpretation on what is or should be a pink lily. As far as true pink goes, the pink of the dog-rose or of tulip Clara Butt, there is, of course, no such thing in lilies. Of fuchsia-pink flowers we have many and they come in varying degrees of suffused and marginal color accents. Out of the rather faint pink coloring that is sometimes found in our *L. centifolium* “Olympic Hybrids” and in related strains, we have segregated and inbred a group of fine trumpet lilies that we market as *L. centifolium* “Pink Selections.” The best and darkest among them, carefully tagged while in flower and transplanted in the fall of 1951, presented an entirely different appearance when they flowered here once more in 1952. They were still a nice fuchsia-pink and, generally speaking, had good form, but they were not nearly as intensely colored as we remembered them. The inevitable conclusion then is that the mere act of transplanting reduces the intensity of the color. Additionally, hot summer days and warm nights tend to bleach the buds, even before they have opened. We know, however, that we are on the right track with these lilies for new seedlings, flowering for the first time in 1952, showed a high percentage of better colored “pinks.” But what made our past season even more exciting, we found that in the hybrids between the best Aurelians and the best pinks we are getting a strain of non-bleaching pink trumpet lilies of an ethereal beauty.

Again, we are cloning these new ones and they will not be put on the market until a few years hence. We mention them here for three reasons—one, because we are very proud of them. Another reason is to give this parentage of new pink lilies as a broad hint to all our friends who hybridize lilies as a profession or a hobby. The road to better pink trumpet lilies is apparently along the lines suggested by Monsieur Debras and by those gardeners at Kew who raised the first Aurelians. The third reason why I mention all these fine lilies that are not yet for sale is to entice you to come and visit our farms during the 1953 flowering season. These lilies that we raise, however good they are, do not sell themselves. We need the advice of gardeners from all parts of our country. We stand badly in need of their constructive criticism. We have chosen a position in this wonderful profession of ours and that is not to emulate the example of the lily specialists that cater only to the connoisseurs and collectors. We leave this to Messrs. Barr and Constable and Wallace in England and to our lily-specialist friends in the retail field here in this country. Our aim is to produce large quantities of easily-grown, hardy and vigorous garden lilies for the discriminating nurseries, dealers and mail-order houses of our country. To this end we have again

simplified our offerings and have even withdrawn a number of clones, previously introduced. Strains offered by us are constantly re-selected and improved; the named varieties carefully appraised and, if not found to be outstanding, relegated to the mixtures. The few species we offer must either respond to large-scale production or they too will be discarded.

This task that we have set ourselves is a demanding one. You, the people to whom we must look for the distribution of our bulbs, can make it infinitely lighter by giving us the benefit of your long experience in the retail field. The amazing increase in our sales figures, better than a fifty percent increase every year since we marketed the first of our lilies some ten years ago, shows that lilies are on every gardener's want list. The present year, 1953, may well be a decisive one for all of us, so far as lilies are concerned. Once the general public becomes interested in these fine hardy garden plants, the supply is not going to be adequate for the demand. From Maine to Florida, from Texas to North Dakota and practically everywhere else in the United States these fine new garden plants have performed well. The commercial florists are taking them up as a dependable and interesting novelty pot and cut-flower plant. Dealers will do well, therefore, to speak early for their supply.

Care and Storage of Bulbs

Although we do all we possibly can to insure that our lilies arrive at your warehouse as fresh as they were when they were dug, it is even more important that they receive proper handling through the bulb selling season. In some regions this season extends from October through January. Most varieties are easily held in ordinary, cool storage without loss of vigor. This does not mean, however, that full cases can be displayed in a warm store, where the customers are permitted to pick out their own bulbs—or to examine several to find the ones they wish to purchase. Not only do such exposed bulbs become easily dried out, but roots are destroyed and scales break off. Even though you may feel that your customers prefer to see displayed bulbs in the store, we suggest that only a very few be exposed and that the balance of the case be stored in a cool (45°-55° Fahrenheit) room. The packing material should never be allowed to dry out and, if this occurs, the bulbs should be repacked in moist peat-moss, sphagnum, sawdust or even clean sand. Bulbs held under these conditions should remain plump and fresh until they begin to sprout late in the winter. Surplus bulbs that remain late in the winter may be potted in clay pots or gallon cans. They will then form roots and some varieties will begin to sprout almost immediately. Several dealers have used this method of saving surplus bulbs and holding them until the spring at which time they can sell them to good advantage.

Handling and care of the lily bulbs in storage does not end the responsibility of the dealer. After bulbs are purchased across your counter or through the mail by your customers, they still must be adequately packed to prevent drying out and crushing. Even though the bulbs are bought in a period of "gardening enthusiasm," they quite often do not find their way into the ground for some time. While this is not the fault of the retailer, certainly he is always the man who is blamed if poor performance or even failure of the lilies is the result. It is, therefore, only logical to protect yourself and your customer by packaging the bulbs well at the time they are sold.

In brief, lily bulbs are best considered and handled in a manner that you would employ for living plants. They are not handled in the same manner as the so-called dry bulbs, such as tulips, daffodils, hyacinths, etc. The dealer must never lose an opportunity to impress this upon his customers. We foresee a future for the American-grown lily when in volume and popularity it will be in a position comparable to tulips, daffodils, gladioli and dahlias. True species will gradually disappear from the lists and more vigorous, reliable hybrids will replace them. Even today we are in a position, if we so desire, to introduce twenty named varieties a year for the next five years. This means that, as the number of varieties continues to increase and as these varieties receive publicity, your customers will expect you to handle them. This future can never materialize if the customer does not receive bulbs which are fresh, plump and alive. They must remain in that condition by dint of proper handling by the grower and the retailer until they are planted.

Spring or Fall Delivery

We are not, as yet, prepared to hold any large quantities of lilies for spring delivery. Wherever possible, fall planting is to be recommended. We harvest our stocks early enough to enable us to get them into your hands while the fall bulb sales are still at their height. Even though this means some loss of size, we feel that from the standpoint of performance for your customers, it is much preferable to spring delivery. We are willing to make every effort on our part to complete all deliveries early in October and, with few exceptions, this delivery date will allow you several weeks of fall planting weather in your particular locality. Even though light frosts have already occurred, bulbs planted in the fall will immediately make a fall root growth, which does much to insure a natural growth and flowering the following season. No matter how they are handled, bulbs held until spring are of inferior quality. They have been denied the opportunity to make the necessary fall root growth and, very often when planted in the spring, will immediately make top growth and flower without making new, permanent roots.

Spring sales of lily bulbs became a general practice when imported bulbs began to arrive in this country in January with the result that there was no choice as to planting time. Now that we are able to deliver American-grown, healthy lilies in October, we strongly advise you to make every effort to dispose of the lilies in the fall. This means passing on this information to your customers who

have been in the habit of planting lilies in the spring. A few varieties, such as our Mid-Century hybrids, keep especially well in storage and, should the trade demand spring delivery in any appreciable quantity, we shall arrange to make this service available to our customers. For the present we feel that good performance is more important than some additional sales.

Cultural Instructions for Lilies

Soils and Location: Lilies must have perfect drainage such as a gentle slope can provide. Air drainage too is important, for a good breeze can keep many garden pests and diseases away. If your site is level and the soil heavy, then prepare raised beds for the bulbs. Take care not to damage the roots in planting.

Sun or Shade: Lilies need sunlight, at least until 2 P.M. Filtered sunlight or semi-shade may bring out the more delicate colors, but they tend to make weak stems and soft flowers. Do not plant near house walls, walks or drives that reflect sunlight or heat.

Depth of Planting: *L. candidum*, "Cascade/Strain" and "White Elf" should be planted with not more than one inch of settled soil over the top of the bulbs. All others need not more than four inches of soil over them.

Mulch and Groundcover: Lilies are gross feeders and root deeply. They need a porous, well-aerated soil, rich in humus and well-balanced plant food. They like a good mulch of well-rotted cow manure, rich compost or decaying leafmold, and this can be applied several times during the growing season. The mulch keeps the soil cool, discourages weed growth and eliminates the need for surface cultivation which might hurt the stem roots. Shallow-rooted ground cover keeps the ground shaded and is beneficial. Do not expect your lilies to compete with strong-growing perennials or shrubs.

Cutting Flowers: Like all plants, lilies need their stems and foliage to build for next year's growth. Cutting the **flowers only**, preventing them from setting seed, is beneficial. Cutting the foliage is harmful in direct proportion to the amount taken. Cutting stems with foliage year after year will definitely kill the plant.

Fertilizers: Natural fertilizers, such as well-rotted cow manure, are ideal. A handful of balanced fertilizer scattered over every few feet, a

pound of wood ashes per every twenty square feet, and such applications repeated two or three times during the growing season, will help to keep the lilies strong and healthy. If your soil and water are alkaline, then two or three times during the growing season scatter a pinch or two of agricultural sulphur over the soil surface and water it in. Peat moss, being slightly acid, is good for lilies. It provides an ideal medium for the stem roots when used as a mulch.

On Arrival: Lily bulbs are never completely dormant. They must be received as soon as possible after digging, hence orders should be placed with your **dealer** as early as possible. If slightly limp after their long trip, place them in wet peat moss for a few days. They will soon freshen up and should then be planted immediately. Never plant new bulbs where other lilies have failed to grow and never plant in heavy, soggy soil. They cannot be treated like tulip or daffodil bulbs which can be dried out and go completely dormant. **Drainage is paramount.**

Pot Culture: The soil mixture must be loose and porous. Two parts sandy loam, one of leafmold, and one of sand is good. An inch of gravel should be placed in the bottom for drainage. Fill the pot half full of soil mix, add a handful of sand, set the bulb on the sand, then surround with more sand. The pot is then filled with soil mix, watered, labeled, staked and placed in a cool place until spring.

Spraying: Control aphids and fungus diseases with the same sprays used for roses.

Lily Book: For more information on all lilies, their culture, history and propagation, read Jan de Graaff's "The New Book of Lilies," profusely illustrated in color. Published by Barrows and Company; available from your bookseller at \$3.50.

Reprints of these cultural instructions are available from us for \$10 per 1000.

Lily Descriptions and Prices

L. amabile—Brilliant grenadine-red flowers, nicely spotted with black, carried on strong, slender, three-foot stems. Because of its very free flowering habit, few bulbs are needed to make a brilliant dash of color in the garden. Best suited as a bold accent group in the border, *L. amabile* does well in full sun and will stand considerable drought. The intense color does not fade in direct sunlight.

The bulbs are white, high crowned and composed of relatively large scales. Plant five inches deep in light porous soils, shallower in clay and adobe. Stem roots are sparse or entirely lacking; basal roots heavy and contractile. Underground stem bulblets are formed in profusion, especially on the smaller stems.

per 1000, 3-4" \$100.00; 4-5" \$120.00; 5-6" \$160.00

L. amabile luteum—One of the loveliest of the yellow flowered Lilies, this rare form is identical with the type, except in color, and requires the same culture. The healthy seedlings we offer are from parent plants selected for outstanding color, size and placement of the flowers. Flowering a few days later than *L. amabile*, the bright yellow flowers combine with almost any companion plant and are exceptionally beautiful when seen against a background of evergreen foliage. Bulbs are similar to the type species but run somewhat smaller in size.

per 1000, 3-4" \$240.00; 4-5" \$360.00

L. auratum platyphyllum—The stock of this fine species as offered by us in our current price list is raised from seed furnished by various growers to which we have added some stocks of bulbs that have been collected for us in the mountains of Japan. All of our *auratum* lilies have flowered on our nurseries and have been most rigidly selected so that only the best types are retained in our collection. This stock is as nearly free from virus as any lilies of this type will ever be. We recommend it without hesitation. Bulbs should be planted from five to seven inches deep. This is the Golden-Rayed Lily of Japan, with great, fragrant, waxy-white bowl-shaped, horizontal blooms, golden-streaked and often crimson-spotted. Flowers in August and September. Needs full sun and a rich, well-drained soil.

per 1000, 6-7" \$500.00; 7-8" \$600.00; 8-9" \$750.00

L. "Aurelian Hybrids"—The most important of all of the new races of hybrids, this group at present is the subject of large scale hybridizing by lily specialists. The seedlings are the results of crosses between *L. Henryi*, many of the white trumpet lilies such as the "Olympic Hybrids," *L. Sargentiae* and

L. sulfureum in all combinations. Although they are sometimes designated as Henryi Hybrids, many of the plants more closely resemble the other parents. The variation is genetically complete in form and color, since the seedlings vary from straight Henryi types to almost straight trumpet lilies. The middle group, or those which show the characteristics of both parents, is the basic plant of this new strain. The flowers of this middle group vary in shape from huge bowl shaped white or cream flowers with yellow or apricot centers to widely flaring or slightly reflexed flowers usually colored yellow, yellow-orange and light apricot. Thus far the general habit and placement of flowers more closely resembles *L. Henryi* and the culture is the same as for that species. The colors fade slightly in full sunlight and light shade should be provided when the first buds begin to open. Plant the bulbs six inches deep in a rich soil that is well drained and slightly on the heavy side. Fertile to the pollen of many types, these plants are particularly valuable to hybridizers. We are able to offer a limited quantity of different types as follows:

(1) "Sunburst"

This group is made up of the flowers which most closely resemble *L. Henryi* in shape. They are much larger and less reflexed than those of *L. Henryi* and the colors include white, cream yellow and orange. The flowers are of unusual texture and substance and are suitable for either garden or cut flower work. 6-8"—each, \$1.00

"Sunburst" lemon yellow selections. Magnificent new garden lilies, resembling in color the old *L. Henryi citrinum* but more vigorous and larger in size. 6-8"—each, \$5.00

(2) "Heart's Desire"

This selection is almost intermediate in shape between the trumpet form and the *L. Henryi* shape. They are essentially shallow, widely-flared and bowl-shaped in shades of white, cream and yellow-orange. Many of them have a bright orange throat, shading to cream yellow at tips of the petals. 6-8"—each, \$1.00

(3) "Golden Clarion"

This type resembles the trumpet lily in all respects except in color and texture of the flowers. The shading of the petals varies from clear butter yellow down to cream yellow. These forms are extremely rare and scarce at present. They are a magnificent addition to the trumpet lily group and we predict that these, along with the new pink trumpets, will become, in the very near future, as popular and as widely planted as are the Olympic Hybrids today. 6-8"—each, \$3.00

Lily Descriptions and Prices (Continued)

L. "Bellingham Hybrids"—A strain of lilies which has more than lived up to hopes invested in the original crosses, since this group is by far the most desirable of all the lilies for cut flower purposes and informal or woodland planting. Ideally spaced on tall, slender straight stems, the flowers are particularly long lasting. The pyramidal flower heads bearing up to 20 flowers may be cut as the first buds open and will remain fresh until the entire spike is in bloom. The buds are long and narrow and reveal the attractive spotting of the petals long before opening. The color range is complete from clear yellow through the yellow-oranges to the bright orange-reds with scarlet tipped petals. Most of the flowers are intensely spotted with brown or reddish brown.

The bulbs are typical of the West Coast native lilies, being composed of small white jointed scales which turn a pink color on exposure to light. The bulb is of the rhizomatous type and new crowns are formed annually along the scale covered rhizomes. Ideal for partial or light shade they prefer a cool, light soil. Since the majority of the basal roots are annual the bulb can be expected to give good results the first year, but it is at its best when left undisturbed since the bulbs divide and branch rapidly to form large clumps.

Plant 5 inches deep in ordinary soils. A winter mulch is recommended in the colder sections to protect the bulbs against alternate freezing and thawing. Stem roots and bulblets are not formed by this group and propagation is from scales and division. Smaller sized bulbs are mostly single crowned while the larger sizes often have two or more and will produce a like number of flowering stems.

per 1000, 5-6" \$150.00; 6-7" \$200.00

L. callosum—A particularly attractive and dainty little lily from central China and Korea. It flowers in August and bears from three to twelve comparatively small, bell-shaped flowers of an odd, dull mulberry-red coloring. The protruding stamens have orange-red pollen. This lily is sometimes compared to *L. pumilum* but it is altogether different. While it may be subject to the more common diseases of lilies, it has not given us any trouble and seems easily raised and well adapted to garden culture. We are experimenting with large-scale production of the best types and offer them in limited quantities, in random sizes. per 1000, \$400.00

L. candidum "Cascade Strain"—One of the prides of our lily stocks is this new strain we have been slowly developing for the past several years. It is unusual in that the strain sets seed freely and possesses a vigor far surpassing the best of the imported stocks. The foundation of these hybrids was an extensive collection of all forms of the Madonna Lily available to the trade, including several unusual types obtained from a French priest. Careful selection and pollination has finally produced a

race of the Madonna Lily with tall straight stems and large flowers of unusual texture and perfect form. Greatly resistant to botrytis, these seedlings are really the first improvement of our times on *L. candidum*, the oldest lily in cultivation. Weeding out the less desirable forms has resulted in a group exhibiting a minimum of variation in flowering date and length of stem. Propagation of the best clones will enable us to supply absolutely uniform varieties of the most desirable types in the very near future.

L. candidum is one of the few bulbs which requires very shallow planting and the top of the bulb should not be over an inch below the surface of the ground. It prospers in a heavier soil than do most lilies, but the soil must be well drained. Since the bulbs make a fall growth and are dormant for only a few weeks in August, early planting is necessary, preferably not later than September 15th. The Madonna lily suffers no set-back in transplanting, provided it is planted early enough in the fall to make its normal autumn growth. Consequently, the larger sizes will produce exhibition spikes the first year. It increases rapidly by natural division and will soon form a large clump which must be divided and re-set if large flowers are desired. August delivery. List in spring catalog.
per 1000, 6-7" \$180.00; 7-8" \$200.00; 8-9" \$250.00

L. candidum "White Elf"—A unique clone that we have selected out of some fifty thousand new seedling candidums of the "Cascade Strain." White Elf is a true dwarf in every respect. The entire stem of a fully grown bulb measures not more than fourteen inches. The flowers are very beautifully proportioned, the foliage is of a deep green, healthy coloring. The bulb is also small and apparently various factors in this curious plant have combined to keep it of miniature stature. It is for this reason an ideal lily for the rock garden, for borders and even more so for informal flower arrangements.

6-7" each, \$1.00

L. centifolium "Olympic Hybrids"—A major project of our breeding program for the past several years, we are especially proud to offer this modern strain of trumpet lilies to gardening America. Side by side, field tests have definitely proven them to be the finest strain of hardy garden lilies available.

Their breeding history includes such varieties and species as *L. leucanthum*, var. *centifolium*, *Sargentiae*, *Brownii* and *L. myriophyllum* var. *superbum*. Careful selection of the finest and choicest plants from these crosses has resulted in the present Olympic strain which is characterized by its extreme vigor and size, form, coloring and good placement of flowers. There is a pleasing variation among the individual plants of the strain and all types, from the stylized typical trumpet shaped flowers to the most unusual forms such as the widely opened bowl shaped flowers with petals slightly twisted and ruf-

fled. The color range of all the parent plants is present in the Olympic Hybrids in addition to new combinations and types which include creamy trumpets, soft fuchsia pink and the popular cool, icy green. The exteriors of the petals are delicately shaded with light greenish brown or soft wine tints and in some instances are a pure glistening white. July flowering, they bloom later than *L. regale* and their period of flowering extends from three weeks to a month. They do equally well in full sun or partial shade. The dominant colors do not fade appreciably in full sun, but, as with other plants, the flowers are at their best in very light shade and, when grown for show purposes, the plants should be given light shade as soon as the buds lengthen and begin to show color.

The bulbs form strong stem roots in addition to the very extensive basal root system which provides good insurance against drouth. Plant the bulbs 5 to 6 inches deep in well drained soil and they can then be left undisturbed for several years.
per 1000, 6-7" \$140.00; 7-8" \$160.00; 8-9" \$200.00; 9-10" \$250.00; 10-12" \$300.00.

L. centifolium "Special Select"—For the more discriminating gardener we are now able to offer a limited number of specially selected bulbs of the Olympic Hybrids. These plants are tagged in the fields during the flowering season and represent the choicest and finest as selected from acres of trumpet lilies. Every plant is of exhibition quality and is of outstanding character in all respects. Any one of these tagged plants might well be propagated as a clone, since each one represents the pick of several thousand flowering seedlings. Quantities are extremely limited and all reservations must be received before July 1st. The general types available are the large formal waxy white trumpets, characteristic of the trumpet family, of unusual substance and vigor and exhibiting ideal placement, with either white or light pink exteriors — the wide flaring open bowl shaped type, usually with brownish or light greenish exteriors to the petals and the very large flowered irregular form which has recently shown up in our seedling plots possessing longer petals which are often slightly twisted or ruffled, giving the flower a most informal shape.

In random sizes only, each, \$0.60

L. centifolium "Pink Selections"—A strain which has had our closest attention for several years. Although in habit and in culture the plants are similar to the Olympic Hybrids, the flowers are shaded pink. This color extends over the inner surface as well as the outer surface of the petals and is indescribably beautiful. This offering is bound to become one of the most popular of garden lilies as soon as sufficient stocks are available. Our experience with these lilies, however, has shown that while they are a true and definite fuchsia-pink with

us and other growers in cool, moist climates, they do not show this color when grown in regions where warm nights prevail during the flowering season. Apparently the heat bleaches the colors even before the buds open. We are intensifying our breeding program and hope to ship out only the very darkest forms. All lilies of this type shipped by us are tagged in the field by one or two of our most experienced men. These tagged plants are harvested by hand at shipping time and come in random sizes only. each, \$2.00

L. centifolium "White Selections"—From among the hundreds of thousands of trumpet lilies on our farms we select a few hundred that have pure white flowers. We can do this only during the flowering period and must have our orders in hand before July 1st. These lilies will be pure white and of finest form only. Most of them show a greenish rib or stripe on the reverse of each petal.

In random sizes only, each, \$2.00

L. cernuum—A most attractive little lily from Korea and Manchuria. Looking in form and habit like *L. pumilum*, it has small, nodding, violet-lilac flowers with darker lilac tinted pollen. It is a rare and beautiful lily and we are very fortunate to be able to offer it from Oregon-grown stocks.

per 1000, 4-5" \$500.00

L. concolor—One of our favorite members of the lily family, this little flower is one of the best. In late spring and early summer the cheerful, bright red star-shaped flowers open on thin wiry stems. *Concolor* is of the easiest culture and asks only for a warm, sunny spot in well drained soil. Plant it in groups in the herbaceous border where its gaily colored flowers will show to best advantage. Also put a few bulbs in the cutting garden as it is one of the best of the lilies for cut flower purposes. An excellent market grower's flower, it will become more popular as American-grown supplies become more plentiful. All our bulbs are from seedling stock and exhibit the vigor characteristic of healthy seedlings.

The solid bulbs are sound, creamy white in color turning pink on exposure to light. Plant 3 to 4 inches deep in groups of not less than five. Height 2½ to 4 feet. per 1000, 3-4" \$160.00, 4-5" \$240.00

L. Davidi—variety "Maxwill"—This lily is offered in the trade under a wide variety of names. Holland growers now offer a strain under the name of *L. Willmottiae* "improved" which is nothing but a gathering of Maxwill type lilies. We have now discontinued growing any of the variously named types of *L. Willmottiae* and are confining our production to a very superior form of *L. Davidi*, which, in the opinion of all visitors to our farms and trial grounds, is the best of the lot. Our strain of *L. Davidi* has tall, straight stems and does not wander under-

Lily Descriptions and Prices (Continued)

ground, to emerge in adjoining flower beds or in the middle of your garden paths. On stems that are from four to seven feet tall, it bears from twenty to thirty large bright orange flowers, gracefully spaced on long and slender pedicels. Trouble-free and resistant to all pests and diseases, this lily is a popular garden plant. Plant the bulbs from five to six inches deep where it will receive full sun.

per 1000, 5-6" \$200.00; 6-7" \$300.00

L. "Fiesta Hybrids"—As cheerful and gaily colored as the name implies, this new race of seedlings has neatly reflexed flowers, nicely spaced on thin wiry stems. Resulting from crosses between *L. Davidi* (*L. Willmottiae*) and related types, they are one of the brightest patches of color in our lily fields during July. Extremely uniform as to flowering time and habit, the pleasing variations in color and form of flower enhance their beauty and usefulness. This is one of the few crosses which has produced no inferior types. The colors range from bright yellow through orange to a beautiful dark rich red. The latter color is new to this type of lily. Most of the flowers are of the typical recurved turks-cap shape and many of the plants have blossoms facing outward or somewhat upward with the petals only slightly recurved. A sun-loving group, plant them 5 to 6 inches deep where they will get plenty of direct sunlight. Propagation is most rapid from the numerous underground stem bulblets which may be separated from the old stem in the fall and replanted near the mother bulb. Resistant to mosaic, this group has proven a wonderful addition to the garden lilies. Excellent cut flowers, the stems are easy to handle and arrange and the colors are particularly attractive indoors. Award of Merit, Massachusetts Horticultural Society 1946.

per 1000, 4-5" \$200.00; 5-6" \$240.00; 6-7" \$300.00

L. "Dr. Abel"—The darkest red found in the "FIESTA HYBRIDS" was selected by us to be named after Dr. Abel who did such fine pioneering work with lilies. Like all lilies of the "Fiesta" type, this one has numerous pendant flowers and will grow from four to six feet tall. Flowers are densely speckled with black, they are strongly recurved and contrast beautifully with the dark green, glossy foliage and the dark brown stems of the plant. We recommend this lily highly.

Flowering size bulbs, per 1000, \$500.00

L. formosanum — tall, late strain—The latest flowering of all the popular lilies, this white trumpet type is particularly desirable for gardening in moderate climates. The plants are often in flower as late as December here on the Pacific Coast. Of easiest culture, this lily should be in every garden. Our strain is tall and free flowering and has been

grown from selected plants for several generations.

The bulbs are very small, but should be planted 5 to 6 inches deep since *Formosanum* produces very heavy stem roots. Full sun or partial shade suits it well and for better flower production some water should be provided during the hottest part of the summer.

per 1000, 4-5" \$120.00; 5-6" \$140.00

L. "Golden Chalice Hybrids"—This is another instance where we have chosen to introduce an entire strain of seedlings which have shown marked improvement over the parent plants rather than segregate a few individuals and propagate them for eventual naming and introduction. After testing the best known varieties of *Dauricum-Umbellatum-Elegans* types from Holland, England and the Orient, the possibilities for improvement in color and shape of the flowers appealed to us. Our main objective of clearer, brighter colors with the elimination of the muddy oranges and orange-reds from the group has largely been realized in the Golden Chalice Hybrids. After roguing out the less desirable forms the range of colors of the remainder of the population varies from clear lemon yellow through the rich warm shades of gold and apricot-orange. As with all our other strains of seedlings the Golden Chalice Hybrids exhibit exceptional vigor. The bulbs are uniformly white, clean and sound. Plant the bulbs in a warm, sunny location where they will get full sun, at least 6 inches deep, since the stem roots are heavy and numerous underground stem bulblets are formed. Shallow plantings will reduce the increase from stem bulblets and tend to cause the bulb to split up in several different crowns. Extremely drought resistant, these hybrids are ideally suited for that warm, dry corner of the border where they will flourish and flower freely with a minimum of care. June flowering, height 2½ to 4 feet.

per 1000, 4-5" \$180.00; 5-6" \$240.00

L. "Green Mountain Hybrids"—This group resulted from seed obtained from the collection of Dr. L. Horsford Abel. It was originally a mixture of his finest selected white trumpets, including such forms as: *L. princeps* "George C. Creelman," *L. princeps* "Shelburne Hybrid," *L. "Crow's Hybrids"* and *L. centifolium*. Re-selection of these in an effort to fix the character of unusual size of flower, combined with a green coloring of the throat and the brown shaded exterior of the petals has resulted in an impressive group of trumpet lilies. Quite distinct in shape and color from our Olympic hybrids, they are definitely a superior group of plants, particularly valuable for exhibition and specimen planting as well as being a magnificent cut flower. They require the same cultural treatment as the Olympic Hybrids and are at their best when planted in very light shade, where their unusual coloring can be seen to their best advantage.

per 1000, 6-7" \$240.00; 7-8" \$300.00; 8-9" \$360.00

L. hansonii—A golden-yellow lily from Japan, with reflexed, pendant flowers of great substance, it is still rare in home-grown quality and hence rather expensive at present. Its main value lies in the fact that it crosses readily with *L. martagon* types to produce beautifully colored and spotted garden lilies. It is one of the hardiest lilies known, with deep green, glossy foliage in numerous whorls around the stem. From five to ten large flowers per stem. It does best in partial shade.

per 1000, 5-7" \$400.00; 7-9" \$600.00

L. henryi—This grand lily from central China is now the center of attraction in the lily world as the parent of the Aurelian hybrids. Yet, in its own right, it is a beautiful garden lily which should not be overlooked. The stems grow from five to eight feet tall, are of a purplish brown coloring and thickly covered with shining, dark green, pointed leaves. It flowers in late August for us with as many as twenty or more golden orange, recurved and pendant flower. It is a stem-rooter and likes slight shade. Since the tall, wiry stems bend with the wind and rain this lily is at its best when supported by stakes or shrubbery.

per 1000, 6-7" \$200.00; 7-8" \$250.00; 8-9" \$300.00

L. "Hollywood Hybrids"—This entirely new strain of hybrid lilies, offered by us for the first time last year, is the result of intercrossing the Preston Hybrids with some of our Mid-Century Hybrids. Since the latter are the result of crossing *L. tigrinum* with various upright flowering lilies, the strain is thus further modified by the admixture of *L. davidi* and *L. concolor*. The entirely new "break" that resulted, gave us new star-shaped lilies, some of which resemble giant *L. concolor* but with immense, hybrid vigor, large flowers and tall, dark brown stems. Again, as in the Mid-Century group, there are seedlings with pendant and outward-facing flowers.

For the present we are confining the name "*Hollywood Hybrids*" to the star-shaped, upright-flowering types. We offer these Hollywood Hybrids Mixed in good flowering size at \$300.00 per 1000.

"Jubilee"—A sister seedling of *Meteor*, warmer in color and with larger flowers. The wiry, dark stems rise to a height of from five to seven feet, bearing dark green, glossy leaves in large numbers, nicely spaced. Flowering size bulbs.

each, \$3.00

"Meteor"—Bright cherry-red describes the color better than any other hue; the flowers are star-shaped and face outward and up. *Meteor* is re-

markable for its brightness and its long wiry stem and its beautiful proportions and poise. Only actual photographs could begin to do it justice. Flowering size bulbs.

each, \$3.00

"Roseanna McCoy"—A bright orange, upright-flowering lily with from six to ten lovely star-shaped flowers per stem. The color is undoubtedly derived from *L. concolor* and this nice lily might well be described as a giant Concolor with hybrid vigor. It is especially recommended for cutting and for the larger herbaceous borders. Flowering size.

each, \$2.00

L. japonicum—A beautifully shaped, elegant trumpet lily of most refined coloring and habit. From one to five, fragrant, funnel-shaped flowers, borne on thin and wiry stems. We grow this lily from seed in a humus-filled sandy loam and it seems to thrive under those conditions. Color intensity varies from almost white to purplish-pink. We offer our Oregon-grown stock in good flowering size.

per 1000, 4-5" \$400.00; 5-6" \$500.00

L. longiflorum—variety "Croft"—A pure white, short-stemmed Easter lily which has been the subject of much wild speculation during the recent war years. It is a greenhouse and florist flower and has great merit for forcing in pots. It is not a garden lily.

per 1000, 6-7" \$160.00; 7-8" \$250.00; 8-9" \$320.00

L. longiflorum—variety "Estate"—A tall form of *L. longiflorum*, and for that reason better suited for garden use than the Croft. Neither variety is entirely hardy. Their pure white flowers can be very attractive in special settings. They are too formal and too short to fit in well in most gardens.

per 1000, 6-7" \$160.00; 7-8" \$250.00; 8-9" \$320.00

L. martagon album—The pure white form of the long cultivated Martagon lily that is so popular in Europe and England. The dainty waxy flowers are gracefully placed and form a symmetrical pyramid on 4-foot stems. One of the most permanent of all lilies, once it is happily settled it will increase from year to year, forming larger and finer spikes. Our seedlings have prospered extremely well and the bright yellow bulbs are sound and healthy. It should be planted not deeper than four inches in a well drained sunny location. Best grown among low evergreen shrubs. *Martagon album* is equally useful in the cottage garden or estate woodland.

per 1000, 5-6" \$400.00; 6-7" \$500.00

Garden Lilies in the Greenhouse

by S. L. Elmsweller—reprinted from *The FLOWER GROWER*, Aug., 1952

It is now a well-established fact that cool storage of Easter lily bulbs before planting greatly reduces the time required to bring them into bloom. Here at the Plant Industry Station, United States Department of Agriculture in Beltsville, Md., a recently conducted experiment demonstrated that certain garden lilies can be made to flower more quickly by the same means.

The lily varieties used in this experiment were *Campfire*, *Enchantment*, *Fire-flame*, *Harmony*, *Joan Evans*, *Pagoda* and *Serenade*. The bulbs were grown in Oregon and 100 of each were received at Beltsville on October 24, 1951.

Ten bulbs of each variety were planted in the greenhouse at once and the remaining 90 were divided into three lots of 30 each. A lot of each variety was stored at each of the following temperatures: 31°, 40° and 50°. On November 30, after 37 days of storage, ten bulbs of each variety were removed from each storage and temperature lot and planted in the greenhouse. A second group of bulbs was removed and planted on January 14, and the third on February 25.

We hoped to have some of these lilies in bloom for the Washington, D.C. Flower Show held from March 6-12. About the middle of February we saw that some of the plants would be in flower too early for the show and some of these were moved from a warm (60° night temperature) to a cold (45°-55°) greenhouse, where flowering was retarded; the plants were in fine condition for the show.

The results of this experiment demonstrated that these varieties performed much better when the bulbs were given cold storage. The 10 bulbs planted at once did not flower, on the average, until March 28; those stored 37 days at the three temperatures, 31°, 40° and 50° all bloomed at about the same time, on Feb. 19.

Those bulbs stored for 82 days and planted January 14 flowered from March 20 to 27. The last lots, planted on February 25 after 124 days of storage, were just starting to flower in late April and finished about May 10.

The quality of the flowers and plants was much improved by cold storage of the bulbs and the flower yield was greater following storage at 31° and 40°. The bulbs stored at 50° produced about the same number of flowers as those given no preplanting storage.

Omaha, Nebraska*—June 19, 1952

"Regarding the Mid-Century bulbs you sent to us last fall for experimentation and particularly as to hardiness, we are glad to report that the results have been very favorable.

"They were distributed among a number of good flower gardeners (amateur) in Omaha and one lot was sent to a gardener in Norfolk, Nebraska, some 150 miles northwest of Omaha. This place was chosen because it is a cold spot in the eastern half of our state. The places in Omaha were widely scattered but they had in common a native clay (loess) which has been worked over a period of years with various degrees of improvement.

"Out of the entire lot only two bulbs were reported as failing to show up and the growers have just informed me that they are delighted with the blooms. *Goldrush* was the first to open and then *Pagoda* and *Serenade*. Then followed four successive days of 102° temperature which caused the remainder to open suddenly. However, of this group *Bolero* opened first and *Campfire* last. Then a sudden overnight cold wave from the north brought the temperature to 49 the next morning and today it is back in the 90s. This high temperature would be normal for July but in June it was a month ahead of time. Nevertheless the blooms held up very well and the secondary blooms are faring better. *Goldrush* had seven blossoms on many stalks and *Valencia* averaged ten and twelve. *Serenade* and *Harlequin* had the largest flowers just like the full moon in the evening. *Enchantment* and *Pagoda* because of their height were favorites.

"We are now confident that my customer who tried them out in 1949 and 1950 used too much leaf mold in the soil which kept the bulbs on the wet side and that this was the cause of them rotting. The same customer planted his allotment last fall in an old iris (Germanica) bed that had been renovated. The soil was friable and somewhat gritty from a liberal supply of old plaster and the results were splendid.

"In view of the uncertain extremes in temperature that frequent our territory it is customary with all growers to mulch their plantings moderately and this was applied to the Mid-Century. Even those who make no pretense of mulching find that nature automatically whips around the leaves and twigs to supply a natural protection.

"When there is a failure with bulbs a customer can comment abundantly both in real and imaginary 'reasons why' but when success is the verdict the one word tells the story. For this reason our remarks are rather limited and we thank you sincerely for the privilege of making this experiment."

*Name on request.

Lily Descriptions and Prices (Continued)

Mid-Century Hybrids

This year, the fifth that we offer our Mid-Century Hybrid Lilies to you, we find ourselves at the turning point in their production. No longer are they precious novelties. We grow them now in quantity and our prices have been reduced to a level that puts them within the reach of all gardeners. Some of them are still too scarce and too high priced for the general catalog. Others, such as *Enchantment*, *Pagoda* and *Valencia* should be listed by all progressive seed-stores and bulb dealers.

The Mid-Century Hybrids are, as is probably well-known by now, the result of a rather involved hybridization process that has included such popular lilies as *L. tigrinum* on the one side and hybrids between *L. dauricum*, *L. concolor*, *L. aurantiacum* and several others on the other side. Crossing and backcrossing these lilies and their offspring, we have evolved the strain which we introduce to the trade this year. From their parents these lilies have inherited the hardiness, the coloring and the resistance to disease that is to be found in at least some of them. The bulbil-bearing characteristic comes, for instance, not only from *L. tigrinum* but also from *L. bulbiferum*. The soft, pinkish-orange tones that some of these lilies display, must be as-

cribed to the influence of *L. tigrinum*. The mahogany shades and the rich reds of *CAMPFIRE* and *FIREFLAME* come directly from *L. umbellatum*.

Only one of these lilies, *Enchantment*, is patented (U.S. Plant Patent 862). It may not be grown commercially without our express consent. No parallel can be drawn between these hybrids and any other group of lilies, ever introduced. The colors range from palest straw-yellow to deepest maroon-red. The habit varies from pendant, as in the Tiger lily, to large outward-facing flowers, never before seen, to enormous, vividly colored, upright lilies. They also vary in flowering time, in height and in their rate of increase. With all these variants, we feel that some twenty different named varieties are not too many.

The bulbs of all these lilies should be planted about four to six inches deep. They will thrive in any good, well-drained, porous garden soil, preferably in the full sun. They can be increased very easily from scales, underground bulblets, by bulbils that form in the axils of the leaves and by ordinary, natural division of the bulb. We repeat that our "Enchantment" is patented and that it may not be propagated commercially without special license.

Mid-Century Hybrids — Outward Facing

Nine of our Mid-Century introductions have flowers that face outwards. All these lilies will, under certain conditions, produce bulbils in the axils of the leaves. They do not depend on this means of propagation, however, as they come quite readily from scales taken at flowering time or shortly after. The stems, in our nursery rows, are usually not over three feet tall. A small experimental planting in my garden of bulbs that had not been scaled, reached a height of four feet six inches and it is very well possible that these lilies, when full-grown, will be taller yet. We have selected the most contrasting colors and the widest variations in habit and flowering time for naming and cloning. The lilies we offer below were the outstanding ones in our trials.

"Fireflame"—Is a short, sturdy lily which may have exceptional value as a pot plant in the greenhouse of the commercial grower or amateur, as well as in the garden where it can be planted in the foreground of the herbaceous border. The color is a solid mahogany-red, slightly spotted with black or deep maroon. Planted in the full sun in our nursery it grew to a height of 25 inches from scaled bulbs. The very large flowers face out and have broad, heavily textured petals. As many as eight flowers to a head, all of them well spaced on good pedicels, the buds open over a period of several days.

each, \$0.75

"Goldrush"—Outstanding golden-yellow lily with huge, outward-facing flowers, from three to five per stem. The beautifully spaced and proportioned head is borne on a deep brown stem with olive green, glossy foliage. A sensational novelty of great merit.

each, \$1.00

"Harlequin"—Unusual shade of salmon-buff, entirely new in lilies and particularly attractive. The large, outward-facing flowers are well spaced and look one squarely in the eye. The soft tones of this beautiful lily are seen at their best against a setting of glossy green foliage. Exquisite border plant but equally attractive as a show flower. each, \$0.80

"Parade" — A rich yellow-orange colored lily. Down the center of each petal there is a stripe of burnished gold. Heavily spotted with minute black or maroon dots. The flowers which stand out horizontally have very wide petals and make a glorious show. Twelve to fifteen flowers per stem are no exception, yet all are well spaced and have plenty of room to open and to develop normally. The good, rich, color sparkles in the sun so that "Parade" was a real favorite with all visitors to our farms.

each, \$1.00

“Serenade”—Later than the others, it has a good, clean and clear orange coloring. It stands only a little over two feet tall in our nursery which makes it an ideal plant for the herbaceous border and for pots. The fine proportions, the sturdy stems and the healthy, glossy foliage make this an unusually fine garden lily, impervious as it is to diseases and pests. each, \$0.40

“Tangelo”—This curious name, derived from a fruit that is a hybrid between a Tangerine and an Orange, suggests the vivid orange coloring of this beautiful lily. Tangelo is medium early, has slightly star-shaped, outward facing flowers and scored high in many of our trials. each, \$0.75

“Tango”—The lightest colored of all our introductions to date is of palest amber of deep parchment coloring. Large, beautifully formed flowers face the beholder squarely, the soft colors, resembling a warm, glowing desert sand, are neatly offset by small black spots towards the throat of the flower. The foliage is, as it should be in such a grand lily, of deepest green and glossy. Stems from two to three

feet tall, fine pot plants and equally outstanding in the garden. A color never before seen in lilies. each, \$0.80

“Vagabond”—Is of a distinct salmon-orange coloring, in itself a most unusual shade and all the more remarkable and conspicuous when combined, as in this instance, with enormous flowers that face out and with their brilliance light up the garden. In all our trials “Vagabond” received the highest scores. No description can do it justice nor do we expect that the color plates now in preparation will be able to show the unusual quality of this fine lily. each, \$0.75

“Valencia”—Is the last of our outward-facing lilies to be introduced this year. It is a mid-season lily of fine soft orange to rich yellow coloring. We consider it of very fine habit, placement and form and have rated it very high during the four seasons we have been privileged to observe it. “Brilliant,” “clear,” “clean,” “sparkling” are some of the adjectives noted down by us during the flowering season. The very large, rather flat flowers have a slight midrib of coppery gold. Quite a few spots of maroon dot the petals. each, \$0.40

Mid-Century Hybrids — Upright

Seven of the introductions are upright lilies. These are true *Tigrinum-Umbellatum* hybrids. All of them will show bulbils in the axils of the leaves, if the flower or the buds are removed early in the season. “Enchantment” will have bulbils, even if allowed to flower normally. All of them flower with us around the first of July. Their blazing colors and their straight stiff stems made them stand out in our nurseries. Their radical departure in form, habit and coloring from anything that has been seen in lilies up to the time these novelties flowered was noticed by every visitor.

“Bolero”—Unusual shade of cinnamon-brown and mahogany. Tall, late-flowering upright with fine placement of the individual flowers. The petals are nicely dotted with small, maroon spots. Beautiful garden lily, it is the largest flowered lily among our upright introductions. each, \$1.50

“Bonanza”—Is later than the others and of a clean orange-yellow coloring. The flowers are smooth and have a wonderful texture. The spotting is very slight and attractive. “Bonanza” was three feet high in our nursery planting in the full sun and in hard ground. It should be taller than that in the garden. each, \$0.75

“Campfire”—Was the best of the upright red-colored lilies in our planting. The color can best be described as a rich, deep, fiery Indian red. It has a few spots on each petal, but since they are maroon-red, they are hardly noticeable. The petals are pointed and rather narrow, giving distinction to the plant which, in a nursery, is three feet high and probably much taller in the garden. each, \$0.75

“Enchantment,” U.S. Plant Patent 862—Seems to be the most prolific, as well as the most beautiful

of all the lilies that we have raised. It may be worth noting that this lily grew from seed planted in the spring of 1942 and that, while our stocks are still small, only ten years later, we have enough bulbs to warrant color plating and commercial introduction. Enchantment is an upright lily of excellent habit, with many well-formed flowers of a vivid *Nasturtium-Red*. Full of life and depth the color blazes in the sun and even on dark days the little stock of Enchantment could be seen from miles away. This lily which has been so well endowed by nature, carries large numbers of bulbils in the axils of the leaves. It can also be propagated quite readily from scales and we have found that its vivid coloring is a dominant factor, so that it is transmitted to nearly all its seedlings.

We believe that in Enchantment we have raised the most promising new hardy lily of the century. It is a completely new type of lily, vigorous, hardy, disease-resistant, and virtually indestructible, if only the very slightest care is given to it. We obtained a plant patent on this lily and it may not be grown commercially without our express consent.

each, \$0.24

Lily Descriptions and Prices (Continued)

"Harmony" — Wide-petaled, upright flowering lily in shades of rich and brilliant orange. Early flowering, it proved to be one of the finest in all our trials and was much admired by visitors. Long pedicels, large flowers, fine for cutting and large flower arrangements. each, \$0.50

"Joan Evans" — Named after the popular young Hollywood star, is a broad-petaled, bright, golden-yellow upright lily. It is late flowering and therefore a particularly fine addition to our garden lilies. Carrying as many as from six to nine flowers on a

thin, wiry and tough stem, it stands from four to five feet tall. Magnificent cut and show flower but equally good in the herbaceous border. Flowers attractively spotted maroon. each, \$0.50

"Pagoda" — Is one of the tallest uprights in our present collection. Scaled bulbs grew good three-foot stems and we believe that in the garden mature bulbs will produce stems of four feet. The flowers, six to eight carried on good pedicels and nicely arranged, are of a true orange-chrome or Marigold orange. This lily seems to be a "natural" for large flower arrangements. each, \$0.40

Mid-Century Hybrids — Mixed

After selecting sixteen clones out of these fine new hybrid lilies we had another sixty or more that were far too good to discard, yet looked too much like the named varieties to continue as clones. This group we have propagated as a mixture and we offer it at sharply reduced prices in order to acquaint as large as possible a group of gardeners with their beauty and usefulness.

per 1000, 4-5" \$200.00; 5-6" \$250.00

L. Rainbow Hybrids — The result of hybridizing various upright-flowering species, these lilies all have cup-shaped flowers that, like tulips, stand straight up. The colors vary from true golden yellow, through all shades of orange to deepest mahogany-red. We have grown this strain now for several years and each summer we are pleasantly surprised to note the gay and sparkling colors of these fine, vigorous lilies. Since we grow the strain from seed, it is entirely free from all bulb-borne diseases and pests. We offer this mixture of all colors:

per 1000, 4-5" \$160.00; 5-6" \$200.00

L. pardalinum giganteum "Sunset" — One of the most popular lilies we grow, this supposed natural hybrid between *L. Humboldtii* and *L. pardalinum* is a trouble free, strong growing lily which does well in almost any situation. As the other hybrids of the west coast native lilies, it prefers slight shade and moist, cool soil. Plant 4 to 5 inches deep, in a location where it can grow undisturbed and it will rapidly form a large clump. Height 4 to 6 feet. The bright red tipped recurved flowers open in early July. per 1000, 5-6" \$150.00; 6-7" \$200.00

L. pumilum — Formerly called *L. tenuifolium* or the Coral lily, is one of the most easily grown and most popular lilies in this country. On thin, wiry

stems, seldom more than two feet tall, numerous bright scarlet or lacquer-red flowers are borne. Prefers full sun and a well-drained location. Stem-rooting, plant four inches deep.

per 1000, 3-4" \$60.00; 4-5" \$80.00

L. pumilum "Golden Glean" — Seems to us to be merely a lighter, orange-colored form of *L. pumilum*. Using the lightest colored forms we are striving to obtain a more marked differentiation in color and hope eventually to be able to re-introduce the original form of this nice lily which was reputed to have been golden-yellow.

per 1000, 3-4" \$100.00; 4-5" \$125.00

L. regale — This most widely grown of all trumpet lilies was introduced in 1903 by E. H. Wilson and was distributed by the Wayside Gardens just prior to World War I. In our considered opinion *L. regale* as it is offered now in the trade has nothing to recommend it. It is a most prolific, sturdy and hardy trumpet lily but the flowers are smaller than in many of the new hybrid strains and the inflorescence leaves much to be desired.

per 1000, 6-7" \$120.00; 7-8" \$160.00; 8-9" \$180.00

L. Sargentiae Hybrids — Out of crosses between *L. Sargentiae* and *L. Henryi* and *L. leucanthum* we

have selected a strain of late-flowering hybrids that have particularly well-shaped trumpets and are more vigorous than the parent type. This strain is definitely restricted to trumpet lilies. It has been selected by us in response to a strong demand for late-flowering trumpet lilies, to follow the Olympic Hybrids and to extend their season. Eventually we hope to add a similar strain of *L. sulphureum* hybrids, which are again two weeks or more later.

per 1000, 6-7" \$400.00; 7-8" \$500.00

L. "Shuksan" — By far the best of the hybrids named and introduced by the late Dr. David C. Griffiths. It is the result of a cross between *L. Humboldtii magnificum* and *L. pardalinum*. A handsome, easily grown, disease resistant garden lily. Similar in type and habit to our Bellingham Hybrids of which it is one of the parents, L. Shuksan is happy under the same conditions and treatment. The bulbs are comparatively large and transplant easily if not held in storage too long or allowed to dry out. F.C.C. R.H.S. 1952. per 1000, 5-6" \$160.00; 6-7" \$220.00

L. "Sierra Hybrids" — Out of the "Hollywood Hybrids" we have segregated a number of fine lilies with very large, star-shaped but outward-facing flowers. Again the color range is wide and varies from light orange-yellow to deepest maroon-red. We are planning to observe this strain for a few more years before we introduce it generally but for the few lily connoisseurs who are anxious to see this new type of lily we offer them in limited quantities as a mixed strain at the special price of:
each, \$1.00

L. speciosum "Red Champion" — A variety of the red showy lily of Japan. A grand clone for garden decoration, cut flowers or pot culture in a cool greenhouse. Our strain is uniform, disease free and vigorous. The foundation stock was discovered locally on the slopes of Mount Hood, where it had grown undisturbed for some forty years. This lily has not proven to be as difficult as many writers would have us believe. A situation in well drained soil where it can receive light shade during the hottest part of the day is the main requirement for successful culture. The heavy basal roots make a fall growth and consequently it may require a year to become well established. The smaller

sized bulbs suffer less shock in transplanting and are recommended for general garden purposes. Plant the bulbs 6 inches deep. Late August and early September flowering.

per 1000, 6-7" \$400.00; 7-8" \$480.00; 8-9" \$600.00

L. speciosum "White Champion" — The highly prized white form of *Speciosum "Red Champion."* Our stocks are free from basal rot and mosaic infections so prevalent among imported bulbs and these two factors have in the past been largely responsible for the frequent failures with this lily. Flowering ten days to two weeks later than the red form, it is one of the loveliest of cut flowers. Light shade is necessary in warmer climates to prevent flowers from burning and opening too rapidly.

per 1000, 6-7" \$600.00; 7-8" \$800.00

L. "Talisman" — We offer this year only one lily which besides *Tigrinum-Umbellatum* blood also shows *L. Willmottiae* blood. This is the choice novelty "Talisman" which we describe as follows: This is a lily which in flowering habit and color resembles the well-known *L. Maxwell*, but which bears numerous black-brown bulbils in the axils of the dark-green leaves. It has shown itself to be of great value in breeding, but should also find ready acceptance as a garden plant. This lily will bear up to fifteen large, nodding flowers with reflexed petals, orange-red in color and densely spotted with purplish black. The thin, but very strong and wiry stem grows up to six feet tall. The bulb is of medium size. It flowers in July when its brilliant coloring makes it quite conspicuous in the garden.

per 1000, 5-6" \$200.00; 6-8" \$250.00

L. "Tiger Hybrids" — These are the pendant-flowering types from the "Hollywood Hybrids." Again they come in a wide color range and their strongly erect, dark brown stems are crowned by beautifully spaced and well balanced heads of flowers, all of them nodding and reflexed. In selecting the colors we have tried to steer away from the usual and common "ox-blood red" and have paid special attention to the golden oranges, the cherry-reds and the maroon shades. For the connoisseurs and lily fanciers we offer a few of these fine new lilies, in good flowering size, at:
each, \$1.00

LILIES

Lilies are becoming more and more popular in the home greenhouse. This is as it should be for they are the most stately of all our bulb plants. Perhaps the new introductions by Jan De Graaff have had something to do with it because now, in addition to the whites, we can have them in beautiful color.

Last year we had excellent results in our experimental greenhouse with a number of Jan's varieties. Bulbs planted in late October and grown at 55 degrees at night, flowered just in time for the New York Flower Show (March 17th) where several were exhibited in the Men's Garden Club Greenhouse display. Varieties that did especially well were FIREFLAME, mahogany red, slightly spotted with black or deep maroon; VALENCIA, soft orange to rich yellow; CAMPFIRE, fiery Indian red; VAGABOND, salmon-orange; and PAGODA, a true orange-chrome or Marigold orange.

Culture

Bulbs should go in 5 or 6-inch pots, depending upon their size. Smaller pots will not give them sufficient room to develop a good root system and larger pots are not necessary. Coarse soil that is not too rich in nitrogen is best to start with since high nitrates will inhibit root action. It is beneficial to add superphosphate at the rate of 7 tablespoons to a 16-qt. pail of soil (4-inch pot per wheelbarrow, 2½ bushels). Nitrogenous fertilizer is better added later after growth starts. After potting, water well and place pots in a cold frame or beneath the bench until roots are formed. This should take about 7 or 8 weeks. The bulbs should not be allowed to freeze, however, so do not leave them in a frame

too late. While a light touch of frost will not be harmful even to the tender Croft lilies, bulbs will not make root growth at low temperatures. Some authorities recommend keeping lilies definitely on the dry side until growth has started. Others advise watering freely. They maintain that limited watering tends to dwarf the plant as well as reduce flowering size. It is probably best to keep the soil moderately moist until growth starts. Our experience with very heavy watering of hardy bulbs in the beginning caused rot. You soon find, however, that after very heavy foliage has formed the plants need plenty of water. In fact, if the soil at the bottom of the pot is permitted to become dry, the lower leaves drop off.

Fertilizing regularly after the plants are 4 inches high with a complete liquid fertilizer or nitrogenous fertilizer such as nitrate of soda or ammonium sulphate prevents leaf burn. Plants in acid soil that are not fertilized every 2 to 3 weeks have light foliage which later turns brown. If the soil is very acid (less than PH of 6.0) apply ground limestone to change the PH at least above 6. Fertilize with nitrate of soda if your soil tends to be on the acid side, or ammonium sulphate if it is alkaline, mixed 1 level teaspoon to a gallon of water. Later when plants are taller, a stronger and complete fertilizer should be used such as 2 tablespoons of 5-10-5 fertilizer plus 1 tablespoon of nitrate of soda or ammonium sulphate to a gallon of water. One half pint of this solution per plant is satisfactory.

If possible, grow lilies first at 55°. Later when buds are visible they can be forced faster in a warmer location of 60°. It usually takes 5 weeks from the sign of leaf buds to maturity.—*From Under Glass, Sept.-Oct., 1952.*

Dual-Purpose

DUAL-PURPOSE LILIES

Versatility is a real virtue. A person, place or thing that has been "fair to good" for a long time suddenly becomes a sensation upon the discovery of a new use, or the development of a different approach to an old use, or even just a slight variation from a standard, routine setup. Such was the case a few years ago when scientific timing and other refinements of culture and marketing got behind the promotion of potted Mums for Mothers Day or general Spring selling, with the tremendous added appeal of a second blooming in the Fall.

Other similarity valuable "added starters" have been and will be developed, to bring profit to growers with vision to see it. Prof. A. F. DeWerth of Texas A & M College recently discussed an apparently sure-fire approach to versatility and "something different" in Lilies. Although written for the *Texas Florist*, the basic elements are there for all areas; the idea should particularly appeal to small retail growers. It is, admittedly, not new in itself, but how many growers have ever made good use of it?

Appeal

Essentially, it is this: Hybrid Lilies as pot plants, flowering in the greenhouse during February and March—sold to the public not only on their immediate merit but with equal emphasis on the great extra "bonus" of an even more rewarding second blooming period in the garden during July and August.

In a series of Texas A & M experiments, seven hybrid Lily varieties were tested; two had unattractive foliage, were too short and consequently were rated "unsatisfactory" for the dual purpose intended.

The five all-round good varieties, as described, are:

List

ENCHANTMENT—Well shaped plants, attractive dark green foliage. Bright orange flowers, petals upright as on *Lilium umbellatum*. Bloomed February 25 to March 1. Average height 14 in. Average five flowers to plant but produced showy plants.

CAMPFIRE—Deep red attractive flowers. Good foliage. Flowered Feb. 10. Should make good St. Valentine's Day plant. Average height 14 in. Four to five blooms per plant.

JOAN EVANS—Orange yellow flowers with dark red spots. Bloomed Feb. 5 to 10. Average height 16 in. and produced an average of seven flowers per plant. Made very nicely shaped pot plants with dark green foliage.

SERENADE—Orange flowers averaging eight blooms per plant. Average height 16 in. Attractive dark green foliage. Bloomed Feb. 18 through March 5.

VAGABOND—Salmon colored flowers with petals curving outward. Flowered Feb. 5, with an average of seven blooms per plant and an average height of 10½ in. Attractive foliage.

Describing the conduct and conditions of its Lily pot-plant trials, the college reports that "... the bulbs, 5 in. circumference, were received last Nov. 20, planted three bulbs to a 5 in. pan, placed in 60 deg. and watered. These bulbs had no cold storage treatment before planting and all the plants flowered on very short stems. Bulbs receiving 30 days cold storage and grown by other Texas growers were much taller than the plants grown at the college. . . . Subsequent trials may be needed to determine whether or not the blooming dates can be controlled and whether cold storage treatments will be of value in producing these bulbs as satisfactory pot plants year after year.

Garden

"Our plants were pot dropped outdoors in our flower borders, and *the old flowers removed*. The bulbs produced a succession of blooms in the garden from June through August . . . and in every case the plants were taller, which is an added advantage in the garden.

"The trials to date are not 100 per cent reliable as to blooming dates and some care should be exercised in determining the number of plants to grow. But some of the better varieties are certainly worthy of trial in smaller quantities. . . ." Growers outside the Southwest area should adapt, where necessary, any of the above conditions as to temperatures, light intensities and dates.—*From Florists Exchange and Horticultural Trade World, October 4th, 1952.*

Lily Seeds

<i>Lily Seeds</i> †	<i>trade pkt.</i>	<i>1/4 oz.</i>	<i>oz.</i>
amabile	\$1.00	\$2.50	\$9.00
amabile luteum	2.00	4.50
*Bellingham Hybrids	1.00	2.50	9.00
candidum "Cascade Strain"	2.00	5.00	18.00
centifolium "Olympic Hybrids"	0.50	1.25	3.75
centifolium "Pink Select"	2.00	5.00	15.00
concolor	1.00	2.50	9.00
davidii "Maxwill"50	1.50	5.00
Fiesta Hybrids	1.00	2.50	9.00
formosanum, late, select50	1.00	3.00
Golden Chalice Hybrids	1.00	2.50	7.50
Green Mountain Hybrids	1.00	2.50	9.00
*martagon album, select75	2.00	6.00
Mid-Century Hybrids	1.00	2.50	7.50
*pardalinum giganteum <i>Sunset</i>	1.00	2.50	7.50
pumilum50	1.00	3.00
pumilum "Golden Gleam"	1.00	2.50	7.50
Rainbow Hybrids	1.00	2.50	7.50
Sargentiae Hybrids	1.00	2.50	7.50

*Varieties marked thus are slow germinating.

†Orders for seed must reach us before the lilies flower as we raise only enough seed for our own use, unless we have definite orders on hand. Seeds of the species lilies come true to type; seeds of our hybrids do not.

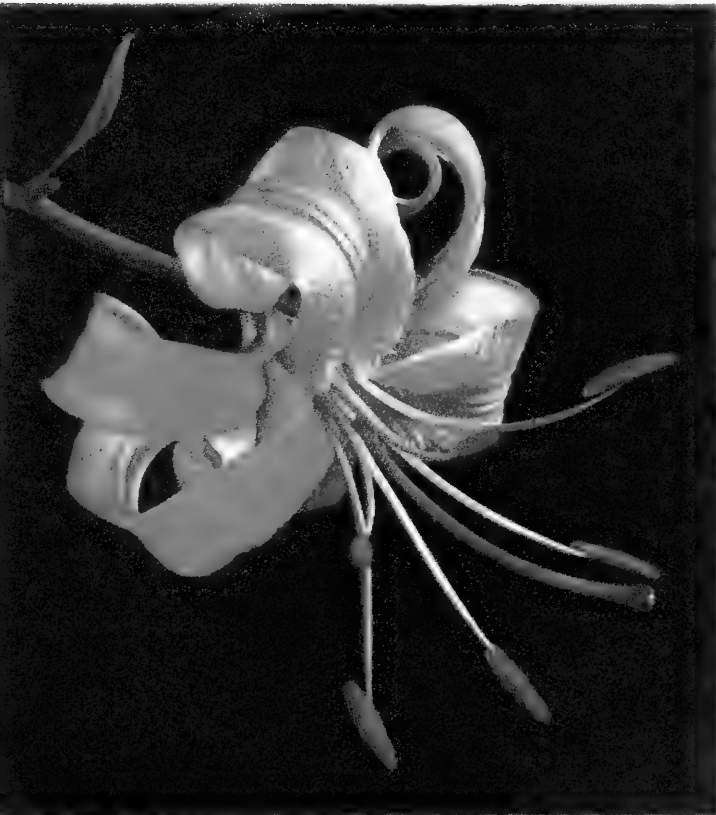
FOR **AUGUST:** LURE OF THE LILY • BULBS FOR FALL COLOR

Flower Grower

AUGUST 1952

25 CENTS

BOUGHT, READ AND LOVED BY 250,000 GARDENING FAMILIES

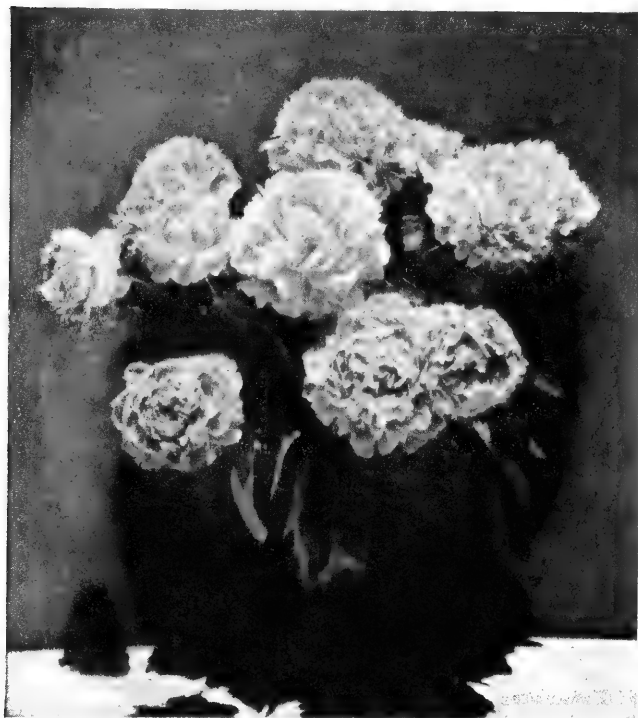




NIPPON BEAUTY

A popular Japanese-type peony. Has deep, rich, red blooms with some yellow edges on the center petaloids. Even the hottest weather will not dim the clearness and sparkle of its color. A strong grower and free bloomer, with stiff stems. In every way it is outstanding.....

\$1.00



SARAH BERNHARDT A double, late midseason variety that is much in demand as a florists' variety. The dark rose-pink color, with petals edged a trifle lighter, has a charming freshness. This variety won the "Popularity Queen" vote here in Sarcoxie at the National Peony Show in 1950.....

\$1.00

COLLECTION OFFER Special—The three peonies illustrated above in color, plus extra-fine Mischief, will be sent to you prepaid, anywhere in the United States (A \$4.00 value).....

4 for \$3.00

Peonies

FROM THE OZARKS

Sarcoxie, Missouri—Peony Capital of the World



MRS. EDWARD HARDING Our favorite pure white double peony. Hidden under the petals, many golden stamens illuminate its whiteness. The plant is of medium height, free flowering, with stiff stems and excellent foliage. When this was first introduced it sold for \$100 per plant. Midseason....

\$1.00

► **MISCHIEF** The finest of single peonies. (not illustrated) A delicate light pink that blooms in the latter part of the season. It is exceptionally sturdy. The blossoms are carried so gracefully on tall stems that we recommend this particularly for cut flower arrangements.....

\$1.00

"Cheaper by the Dozen" COLLECTION

Here is a group of 12, your choice, for \$15.00, postpaid and labeled

SELECT 6

Andy, extra fine red.....	2.00
Blanche Elie, white guards, yellow collar.....	2.00
Duluth, good white.....	2.00
Geo. W. Peyton, prize winner, flesh colored.....	3.00
Hans P. Sass, bluish white, fine.....	2.00
Harry F. Little, prize winning white.....	2.00
Henry Sass, another top white.....	2.00
Henry Webster, pleasing shade of red.....	2.00
J. C. Legg, yellow & white.....	2.00
Martha Bulloch, bright old rose.....	2.00
Mother's Day, outstanding white.....	2.00
Myrtle Gentry, prize winning pink.....	2.00
Shawnee Chief, fine red.....	2.00

SELECT 6

Baroness Schroeder, fine white.....	1.00
Dearborn, good red.....	1.00
Fanny Crosby, yellow & pink.....	1.00
Lady Joliet, fine pink.....	1.50
Laura Dessert, creamy white.....	1.00
Lillian Gumm, apple blossom pink.....	1.00
Louis Joliet, fine red.....	1.00
Minnie Shaylor, semi-double white.....	1.00
Mons Jules Elie, bomb type pink.....	1.00
Mrs. Edw. Harding, tall fine white.....	1.00
Ozark Beauty, outstanding pink.....	1.00
Pierre Ducharte, fine pink.....	1.00
Prairie King, extra good red.....	1.00

All 26 prepaid in the U. S. A. for \$29.00

GILBERT H. WILD & SON • SARCOXIE, MISSOURI

Cultural Instructions for Lilies

Soils and Location: Lilies must have perfect drainage such as a gentle slope can provide. Air drainage too is important, for a good breeze can keep many garden pests and diseases away. If your site is level and the soil heavy, then dig a round hole to a depth of eighteen inches and width of twelve inches and fill the hole with six inches of gravel on the bottom and a mixture of one half sandy loam, one-fourth leafmold and one-fourth river sand. Place some extra sand under and around the bulb and take care not to damage the roots.

Sun or Shade: Lilies need sunlight, at least until 2 P.M. Filtered sunlight or semi-shade may bring out the more delicate colors, but they tend to make weak stems and soft flowers. Do not plant near house walls, walks or drives that reflect sun light or heat.

Depth of Planting: *L. candidum*, "Cascade Strain" and "White Elf" should be planted with not more than one inch of settled soil over the top of the bulbs. All others need not more than four inches of soil over them.

Mulch and Groundcover: Lilies are gross feeders and root deeply. They need a porous, well-aerated soil, rich in humus and well-balanced plant food. They like a good mulch of well-rotted cow manure, rich compost or decaying leafmold, and this can be applied several times during the growing season. The mulch keeps the soil cool, discourages weed growth and eliminates the need for surface cultivation which might hurt the stem roots. Shallow-rooted ground cover keeps the ground shaded and is beneficial. Do not expect your lilies to compete with strong-growing perennials or shrubs.

Cutting Flowers: Like all plants, lilies need their stems and foliage to build for next year's growth. Cutting the **flowers only**, preventing them from setting seed, is beneficial. Cutting the foliage is harmful in direct proportion to the amount taken. Cutting stems with foliage year after year will definitely kill the plant.

Fertilizers: Natural fertilizers, such a well-rotted cow manure, are ideal. A handful of nitrogenous fertilizer scattered over every few feet, a pound of wood ashes per every twenty square feet, and such applications repeated two or three times during the growing season, will help to keep the lilies strong and healthy. If your soil and water are alkaline, then two or three times during the growing season scatter a pinch or two of agricultural sulphur over the soil surface and water it in. Peat moss, being slightly acid, is good for lilies. It provides an ideal medium for the stem roots when used as a mulch.

On Arrival: Lily bulbs are never completely dormant. They must be received as soon as possible after digging, hence orders should be placed with your **dealer** as early as possible. If slightly limp after their long trip, place them in wet peat moss for a few days. They will soon freshen up and should then be planted immediately. Never plant new bulbs where other lilies have failed to grow and never plant in heavy, soggy soil. They can not be treated like tulip or daffodil bulbs which can be dried out and go completely dormant. **Drainage is paramount.**

Pot Culture: The soil mixture must be loose and porous. Two parts sandy loam, one of leafmold, and one of sand is good. An inch of gravel should be placed in the bottom for drainage. Fill the pot half full of soil mix, add a handful of sand, set the bulb on the sand, then surround with more sand. The pot is then filled with soil mix, watered, labelled, staked, and placed in a cool place until spring.

Spraying: Control aphids and fungus diseases with the same sprays used for roses.

Lily Book: For more information on all lilies, their culture, history and propagation, read Jan de Graaf's "The New Book of Lilies," profusely illustrated in color. Published by Barrows and Company; available from your bookseller at \$3.50.

Merchandising and Sales *Bulletin*



AMERICAN ASSOCIATION of NURSERYMEN, INC.
635 Southern Building
Washington 5, D.C.

No. 21

MERCHANDISE FOR PROFIT

SEPTEMBER, 1952



How to Use Direct Mail

(Reading Time 7 Minutes)

Direct mail is an integral part of promotion that should not be neglected if a nursery is to round out its selling services. It's just as important to the customer to sell him nursery stock, as it is to hand him the actual plant when the sale is made.

Ninety per cent or more of your customers don't know what to purchase, what to plant, or how to continue the plant in healthy condition after they have it in the ground. It's up to the nursery to educate customers. Direct mail can play an important part in doing this.

Certainly fewer people are going to have outdoor living rooms, proper screening and hedging, a picture-window garden, a satisfactory foundation planting, rose garden or perennials unless you show them how to make their plantings successful.

Every purchaser of a plant can be left to his own devices and become a discouraged gardener in many cases, or he can become a lover of nursery stock. It is up to the nursery to make him the latter, for in that way you build your business, your profits and your industry.

You should organize your business to make every plant buyer a *happy* gardener. This is not easy and it requires constant selling and repetition, but the rewards in profits are worth the effort. The happy gardener talks to his whole neighborhood, he boosts your nursery, and you build a solid phalanx of customers for both good times and bad. Even the salesyard that relies on transient or occasional customers to a large extent can successfully practice this same way of doing business.

A Specialized Field

Direct mail is a specialized field. It is not the hit-or-miss mailing of a letter or folder but a continuous flow of selling material on an organized basis, appealing to the customer's own interests in many and diverse ways.

If you merely think of it as a cost item, to be taken or left alone at will, then your approach is the wrong one. If you think of it as a challenge to build your nursery into the most progressive and highly respected business in your marketing area, your approach is the right one.

If you make the majority of potential, as well as actual, customers think of your firm as the most progressive and highly respected, you do not need to worry about business.

And if you are the only nursery in that area you still can boost sales greatly by encouraging these desirables, as well as by educating people to nursery stock in your exclusive territory.

For a nurseryman to say he does *all* the business in a given area is fine, but to realize profits on most of the *potential* business in that area is much better and a real challenge. The business volume is largely what you make it, whether you are in an exclusive territory or not. There are many nurseries which enjoy exclusive territories. However, other nurseries some 20 miles away, do most of the business in that "exclusive" territory. All AAN members can recall similar cases.

Put newcomers on your mailing list

One of the first things you might do in building your business by direct mail (many already do it) is to get from various city or county offices the names of all purchasers of houses in your area as well as all people building new houses. In many areas there are regular services for this at a nominal fee.



Put these newcomers on your mailing list for a year or so. If they don't purchase by then, drop them. Your firm will then at least be impressed on their minds, if and when they decide to buy landscaping or plants.

Concentrate on your immediate territory first and broaden it as the activity proves worthwhile. Of course, all your customers should be on the mailing list. Name and complete address should be obtained for this purpose by salesmen whenever a sale is made. Also on the list should be all home owners, especially in your immediate area, who are in an economic range conducive to purchasing nursery stock. As to what that range will be, you have to use your own judgment from your own business as it varies for different localities.

What shall I mail?

1. There are regular mailing services which send out a four-page garden promotion folder for you, in accordance with names you supply, or you can order these promotion pieces and mail them yourself. Most nurserymen have seen them, they have space on the cover for your firm name and a brief sales message.

The purpose of these mailing pieces is to constantly remind the home owner about gardening and planting. They have planting tips for different months, and make suggestions in relation to landscaping, shade trees, evergreens, fruit, etc.

2. Broad­sides for special promotions. One of the best direct mail campaigns we have seen in the nursery field was a series of "flyers" mailed out to a wide list to sell small fruits. Brought in many orders, too.

3. Of course the annual catalog is a direct mail piece. Not many people can resist pouring over an illustrated nursery catalog. If your business doesn't warrant an illustrated catalog, send out special folders, or even mimeographed lists, with prices, at the beginning of the planting season.



At least send out something at the beginning of the planting season, offering quality nursery stock. Remind people of the planting season, make an offer. Most people won't even think of the planting season unless you tell them, or maybe they'll plant only vegetables when they should be planting nursery stock.

4. Your own A.A.N. has a number of selling aids and business promotion pieces available at "cost." These include eleven colorful envelope stuffers; five booklets on various phases of planting; the "Plant America Means" series including "Soil Conservation", "Better Living", "Community Betterment", "Industrial Beautification", "Conservation in Schools", and "More Beautiful Churches"; and also "How to Control the Climate Around Your Home."

Fundamentals of Writing

Direct Mail Copy

1. Sell the benefits and uses of the product rather than the product itself.

2. *Don't write—telegraph.* Put your message before your prospect in the fewest possible number of words. Write your copy the same way you write a telegram—eliminate unnecessary words. Be brief, but be sure you tell your complete story.

3. It's not a home until it's planted! Use showmanship with your copy. Don't be afraid to use artwork and a smart layout to bring home the benefits of your product but don't overdo it. Don't make showmanship so overpowering that it will detract from your selling message.

4. *Don't ask "if" — ask which.* Always offer your prospect a choice between something and something else, never between something and nothing. Write it so your prospect can't say *no*.

5. Develop a pleasing personality in your copy. High pressure selling will probably do you more harm than good. Shun objectionable words and phrases.

Seven Rules for Direct Mail Success

1. Know exactly what you want your mailing to do for you. Do you want an order? Or an inquiry? Express

either one objective or the other, not both. Stick to one objective.

2. Write your copy so that the recipient will know what your product will do for him. He's the one who has to live with it, not you.

3. Make the lay-out and format of your mailing tie in with your over-all plan and objective. Have you used black and white when four-color printing has been indicated? Do you have a typewritten letter when mimeographing would fit the picture better?

4. Address each mailing piece (correctly) to an individual or company who can buy the product or service you have to sell. The mailing list is the absolute foundation of successful direct mail.

5. Make it easy for your prospect to send you an order or an inquiry. Send an order form or list places where the product is available.

6. Tell your story over again. Don't stop with one mailing—send out two, three, and four or more.

7. Test every mailing you make. Don't take anything for granted. Test everything in your mailing steps.

Eleven Questions you should

Answer in Direct Mail

1. Why is your product or service different from or better than your competitor's?

2. Do you have any executive or employee who is widely known to your prospect or the general public?

3. Is there anything interesting in the history of your company or the number of years you've been in business?

4. Is the volume of your business or your position in your field worth mentioning in your advertising?

5. Do you have any special equipment that makes your company outstanding?

6. Is the location of your nursery of importance to your prospect?

7. Do you have any trade marks, names, or brand names that are well known?

8. Is there anything noteworthy about your sales department or the way you sell?

9. Is there anything different about your methods of delivery and servicing?

10. What facilities do you have for filling orders promptly?

11. What is there that you can feature for that particular time of year?



**Our 1953 direct-mail lily folder will be sent on request
Oregon Bulb Farms, Box 512, Gresham, Oregon**

OREGON BULB FARMS-1953

Jan de Graaff

PRICES - REPORTS - CHECK LISTS

